



Practical training and resources for building a successful text marketing business

Customer Replies

Enable Reply Capture, collect customer responses, and export replies when needed.

The Text Co.

Campaign Management

Other restaurant • 11-50 Admin

Campaign Management
Create and manage SMS/MMS campaigns for your customers

Create Campaign

9 Total Campaigns 0 Active 7 Completed 0 Scheduled

Search campaigns... All Statuses

CAMPAIGN	STATUS	AUDIENCE	RECIPIENTS	SCHEDULED	CREATED
campaign test	Completed	Custom	Total: 1	Not set	Jul 11, 2025 01:41 PM

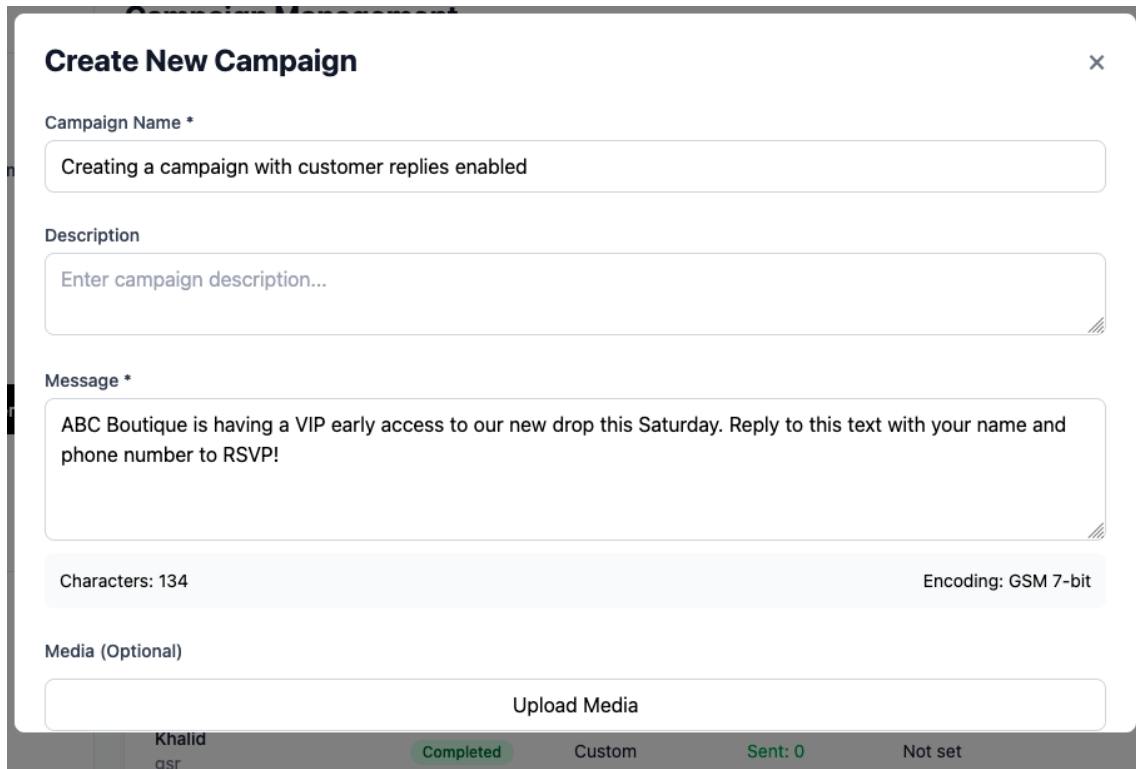
STEP 1

Start a new campaign

- 01 Open Campaign Management from the left navigation.
- 02 Select Create Campaign.

Create a Reply-Focused Campaign

Write the campaign message so customers know exactly how to respond.



The screenshot shows a 'Create New Campaign' modal window. It has a title bar with a close button. The form includes a 'Campaign Name' field with the text 'Creating a campaign with customer replies enabled'. Below it is a 'Description' field with the placeholder 'Enter campaign description...'. The 'Message' field contains the text: 'ABC Boutique is having a VIP early access to our new drop this Saturday. Reply to this text with your name and phone number to RSVP!'. At the bottom of the message field, it says 'Characters: 134' and 'Encoding: GSM 7-bit'. There is a 'Media (Optional)' section with an 'Upload Media' button. At the very bottom, there is a status bar with the name 'Khalid gsr', a green 'Completed' status, the word 'Custom', a green 'Sent: 0' count, and 'Not set'.

Create New Campaign

Campaign Name *

Creating a campaign with customer replies enabled

Description

Enter campaign description...

Message *

ABC Boutique is having a VIP early access to our new drop this Saturday. Reply to this text with your name and phone number to RSVP!

Characters: 134 Encoding: GSM 7-bit

Media (Optional)

Upload Media

Khalid gsr Completed Custom Sent: 0 Not set

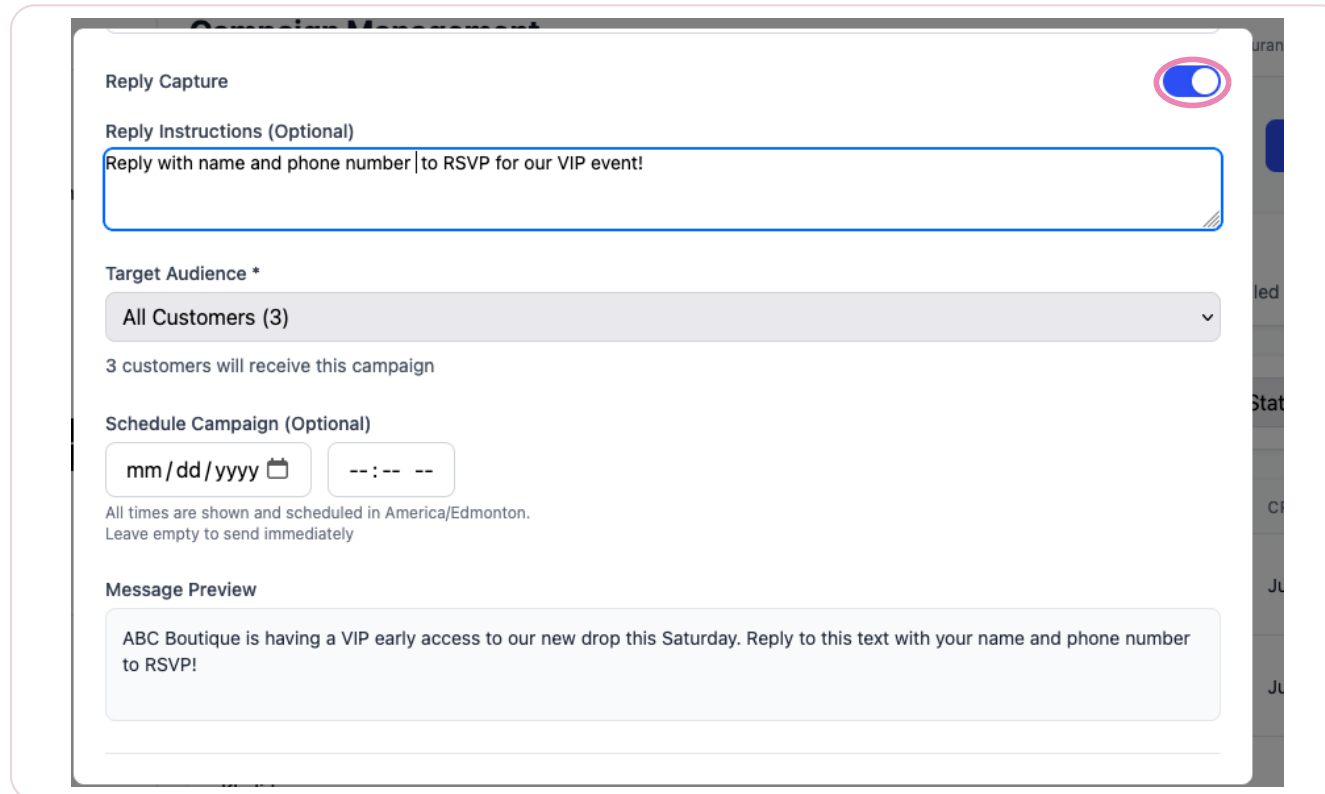
STEP 2

Write the message

- 01 Enter the Campaign Name.
- 02 Write the Message customers will receive.
- 03 Include a clear call to reply with the information needed.

Enable Reply Capture

Turn on Reply Capture and add instructions for the responses you want to collect.



The screenshot shows the 'Campaign Management' interface with the 'Reply Capture' section highlighted. A red circle and arrow point to the toggle switch, which is currently turned on. Below the toggle is a text input field for 'Reply Instructions (Optional)' containing the text 'Reply with name and phone number | to RSVP for our VIP event!'. Further down, the 'Target Audience' is set to 'All Customers (3)'. The 'Schedule Campaign (Optional)' section includes date and time pickers. A 'Message Preview' at the bottom shows a sample text message: 'ABC Boutique is having a VIP early access to our new drop this Saturday. Reply to this text with your name and phone number to RSVP!'.

Reply Capture

Reply Instructions (Optional)
Reply with name and phone number | to RSVP for our VIP event!

Target Audience *
All Customers (3)

3 customers will receive this campaign

Schedule Campaign (Optional)
mm/dd/yyyy --:-- --

All times are shown and scheduled in America/Edmonton.
Leave empty to send immediately

Message Preview
ABC Boutique is having a VIP early access to our new drop this Saturday. Reply to this text with your name and phone number to RSVP!

STEP 3

Turn on Reply Capture

- 01 Turn Reply Capture on.
- 02 Add Reply Instructions if needed. This field is optional.

REPLY INSTRUCTIONS (OPTIONAL)

For internal use only. This field is not visible to the customer.

Review & Create the Campaign

Review the schedule and message before creating the campaign.

Reply Instructions (Optional)
Reply with name and phone number | to RSVP for our VIP event!

Target Audience *
All Customers (3) ▼
3 customers will receive this campaign

Schedule Campaign (Optional)
mm/dd/yyyy 📅 --:-- --
All times are shown and scheduled in America/Edmonton.
Leave empty to send immediately

Message Preview
ABC Boutique is having a VIP early access to our new drop this Saturday. Reply to this text with your name and phone number to RSVP!

Cancel Create Campaign

STEP 4

Review before creating

- 01** Schedule the campaign or leave it blank to send now.
- 02** Review the Message Preview.
- 03** Select Create Campaign.

View & Export Customer Replies

Open Customer Replies to review captured responses or export them for the customer.

The screenshot shows the Texta Academy interface. On the left, the navigation menu includes: Dashboard, Customer Management, User Management, Webhook Logs, SMS Logs, Campaign Management, and **Customer Replies** (highlighted with a red circle). Below the menu are links for Other, Profile Settings, and Sign Out. The main content area is titled 'Customer Replies' and features a table with the following data:

DATE	CUSTOMER PHONE	MESSAGE
7/8/2026, 1:46:52 PM	+18054414145	Test

At the top right of the table, there are buttons for 'Filters' and 'Export to CSV' (circled in red). The top right of the interface shows 'Other restaurant • 11-50' and a user profile 'Admin'.

STEP 5

View or export the replies

- 01** Open Customer Replies from the left navigation.
- 02** Review the replies in the list.
- 03** Select Export to CSV to download the reply list.

CUSTOMER ACCESS

You can provide the exported list to the customer, or give them Replies Only access. That setup is covered in a separate tutorial.