

iWASH - SMS Marketing Campaigns

Introduction

iWash has an optional module that allows you to send SMS Marketing Campaigns to your customers. The below guide is for customers who have purchased this module.

If you're interested in purchasing this module for your POS, please contact Imagatec and we can provide information on how to get you set up!

SMS Campaign Quick Guide

To set up an SMS marketing campaign, first create a Template for the SMS.

1. In the Marketing section of the Back Office, press "Create SMS Template"



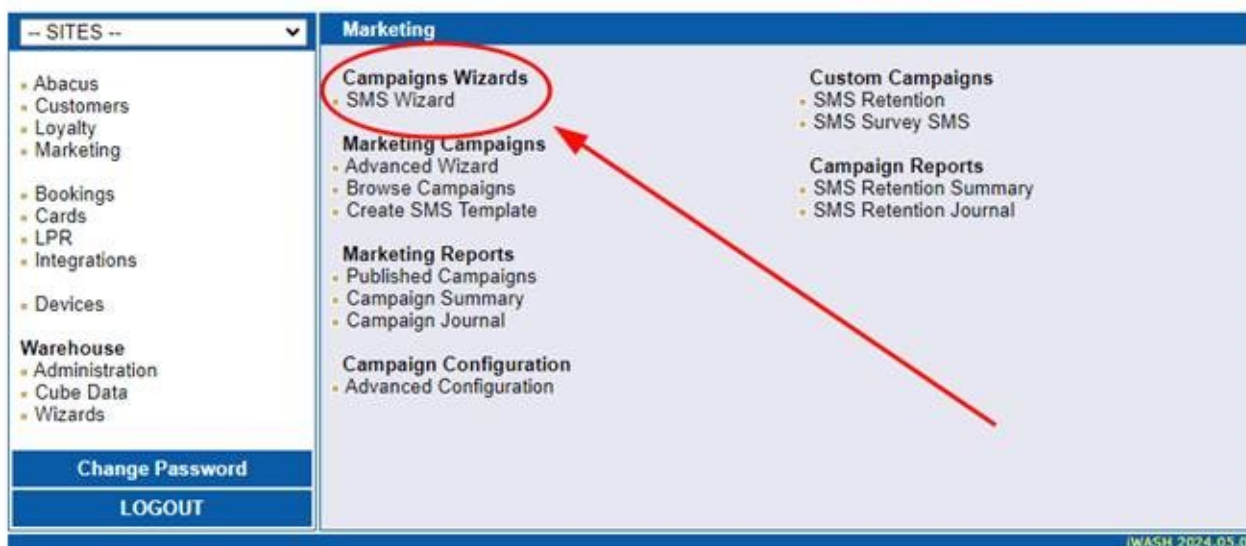
2. Give the SMS a name and type in your message - ensure "Template" and "Active" are ticked.

A screenshot of the 'NEW Campaign' form in the iWASH Back Office. The form has a blue header bar with the title 'NEW Campaign' and a small icon on the right. Below the header, there are several input fields and checkboxes. The 'Name' field contains the text 'This is an example SMS'. The 'Template' checkbox is checked. The 'Active' checkbox is checked. The 'Campaign Type' dropdown menu is set to 'SMS'. Below these fields is a large text area for the message content, which contains the text 'Come to Carwash to get 25% off your order! Limited time only'. At the bottom of the form is a button labeled 'Show/Hide Advanced Section'. The footer of the interface shows 'iWASH 2024.05.12'.

3. Press the “save” button in the top-right of the page

Now that we’ve created a message, we can set up the parameters for the Marketing Campaign!

4. Go back into the Marketing section and select “SMS Wizard”. Choose your SMS template you’d like to publish



5. Select the parameters for your campaign and press NEXT

- a. You can select a Group from the column on the right, and the SMS will only be sent to customers of sites in that group
- b. Alternatively, if you select a Site, the SMS campaign will only be sent out to customers of that site
- c. Offer Start Date is the date the offer starts – this is for reporting purposes in the case that a limited-time promotion is being advertised
- d. Offer End Date is the date the offer ends – this is also for reporting purposes
- e. The first option is to send the SMS to customers that have/have not purchased a given product (or any product) BEFORE or AFTER a given date
- f. The second option is to send the SMS to customers that have/have not purchased a given product (or any product) in the last [] days
- g. The third option is to send the SMS to customers that have/have not visited in the last [] days

Next

Groups :

Site :

-- SITES --

b

Campaign Name :

Email Subject :

Campaign Text :

Come to Carwash to get 25% off your order!
Limited time only

Offer Start Date : **c**

Offer End Date : **d**

a Group Builder

- CAFE
- CARPARK
- CLOUD
- EFTSURCHARGE
- EXPRESS
- QLD
- NSW
- VIC
- TAS
- SA
- NT
- WA

e ☐ By Date Range :

Has

purchased

Any

BEFORE :

f ☐ OR Sales :

Has

purchased

Any

SINCE :

g ☐ OR Visits :

Has

visited in the last :

 days

iWASH 2024.05.12

6. Select the “Send Date” (when the message will be sent out) and click “Submit”. Please note that SMS’s are sent out at 10:05 EAST: to make sure the campaign is sent out on time, it’s recommended that you set it up at least a day in advance.
- a. Please note that the estimated figures provided on this page are only approximations – actual numbers may vary.
 - b. The Preview List will provide a list of customers that will receive the SMS

This is an example SMS

Submit

Estimated Customers : 1

Estimated SMS Credits Required : 1

Estimated Cost : \$0.15

Preview List : [Click Here](#)

Send Date :

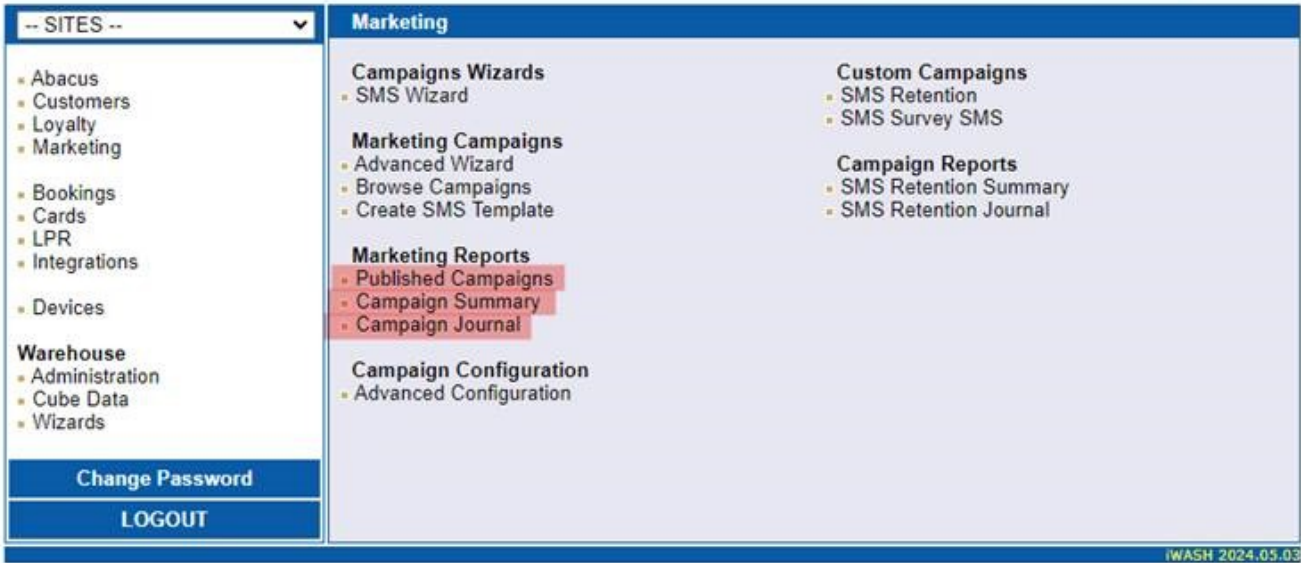
Notes :

iWASH 2024.05.12

7. You can verify that the campaign has been saved using the “Browse Campaigns” report:

Unpublished Campaigns				[Templates] [Unpublished] [Published]	
Publish Date	Offer Start	Offer End	Name		-- SITES --
02/07/2024	02/07/2024	26/07/2024	This is an example SMS	ALL Stores	

Once the campaign has been published, you can monitor the campaigns using the highlighted reports:



Please note that the Campaign Summary report will only work if there is a product linked to the campaign – this can be useful to measure the campaign’s success if it is marketing a particular product. If you’d like to do this, please contact Imagatec at help@imagatec.com.au and we will link the product for you.

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