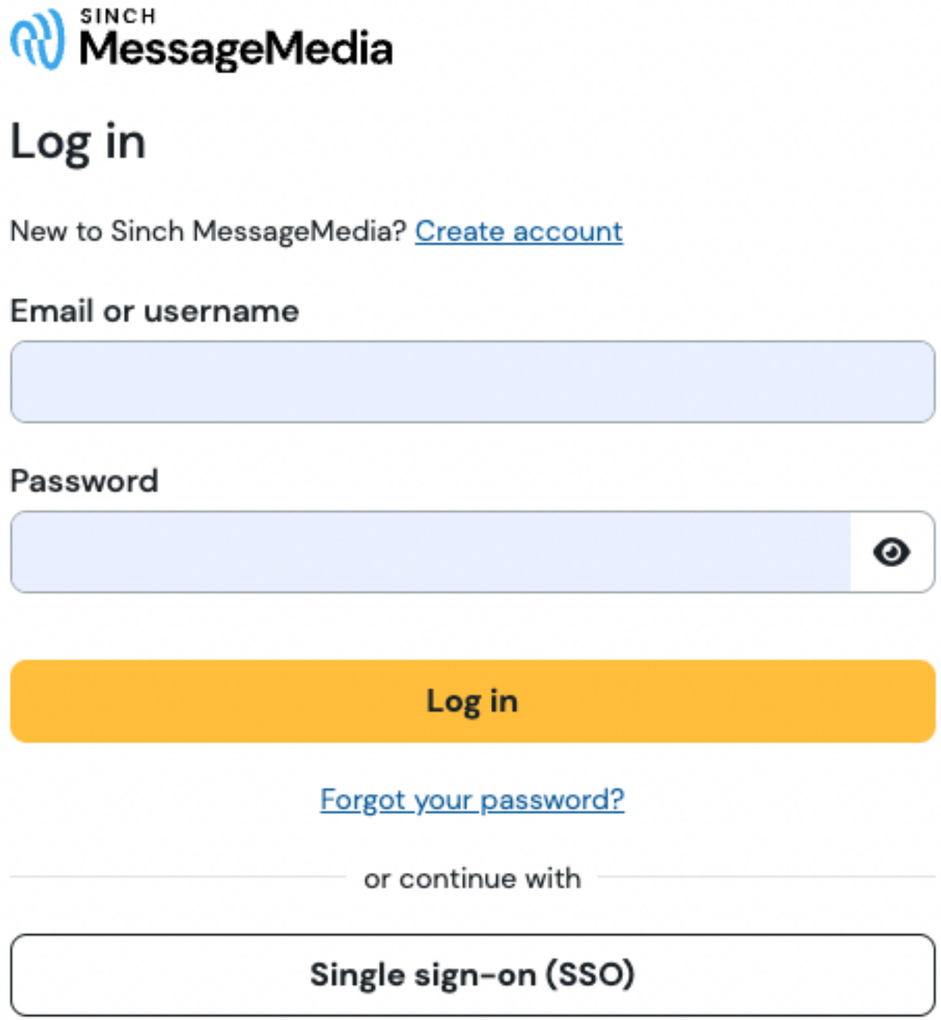
Welcome to **Sinch**

You should have received an email invite to join our SMS Sinch program.

**Contact James Manning if you haven't received the invite yet.*

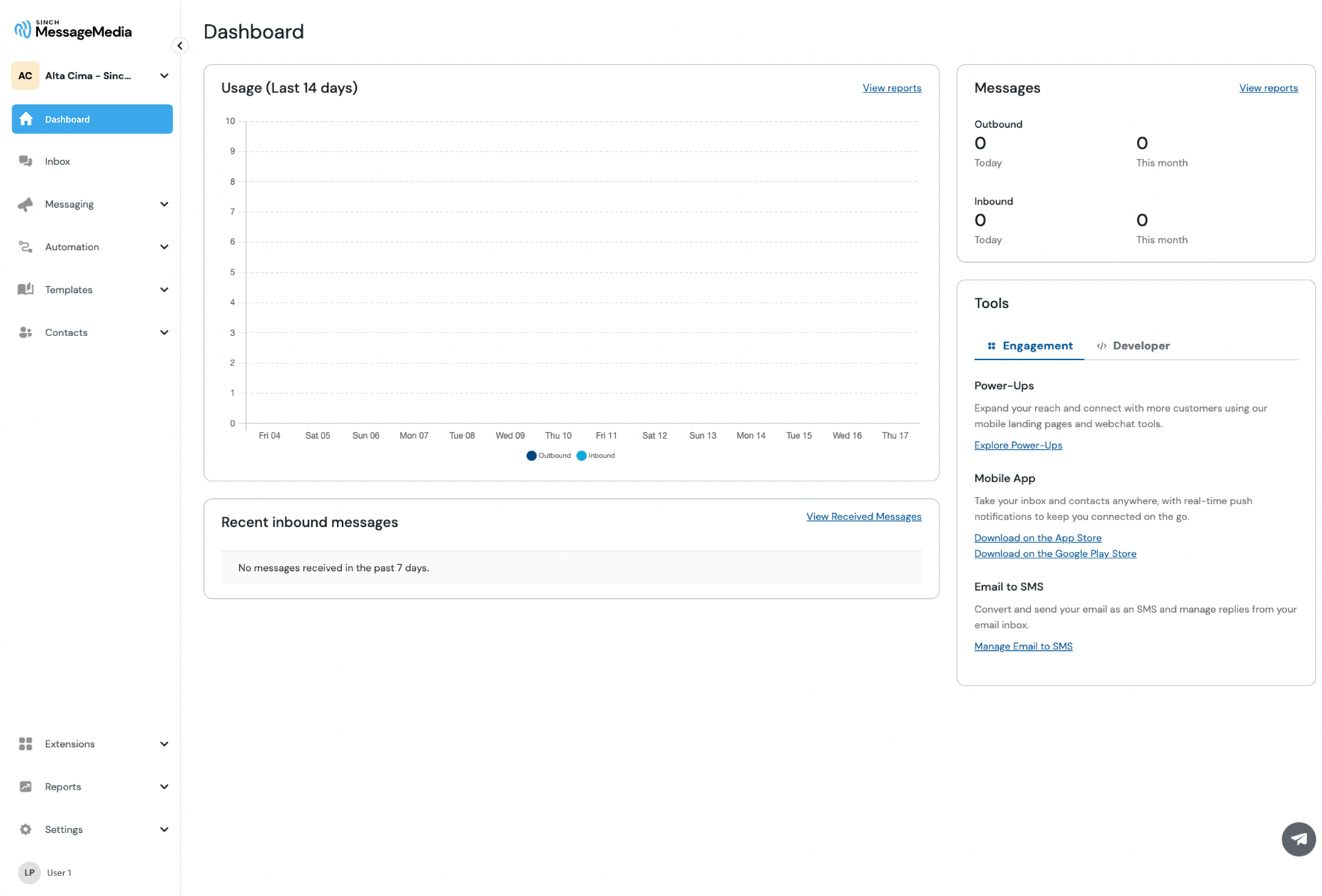
Login Page:
https://hub.messagemedia.com/login

For 2-factor authentication, use **your** personal cell number, **not your work line.** Check and make sure the flag to the left shows "USA", otherwise 2FA will not work.



Sinch: 101
Dashboard

Current and outstanding messages will be shown here, along with usage of outbound and inbound messages.



Sinch: 101
Contacts

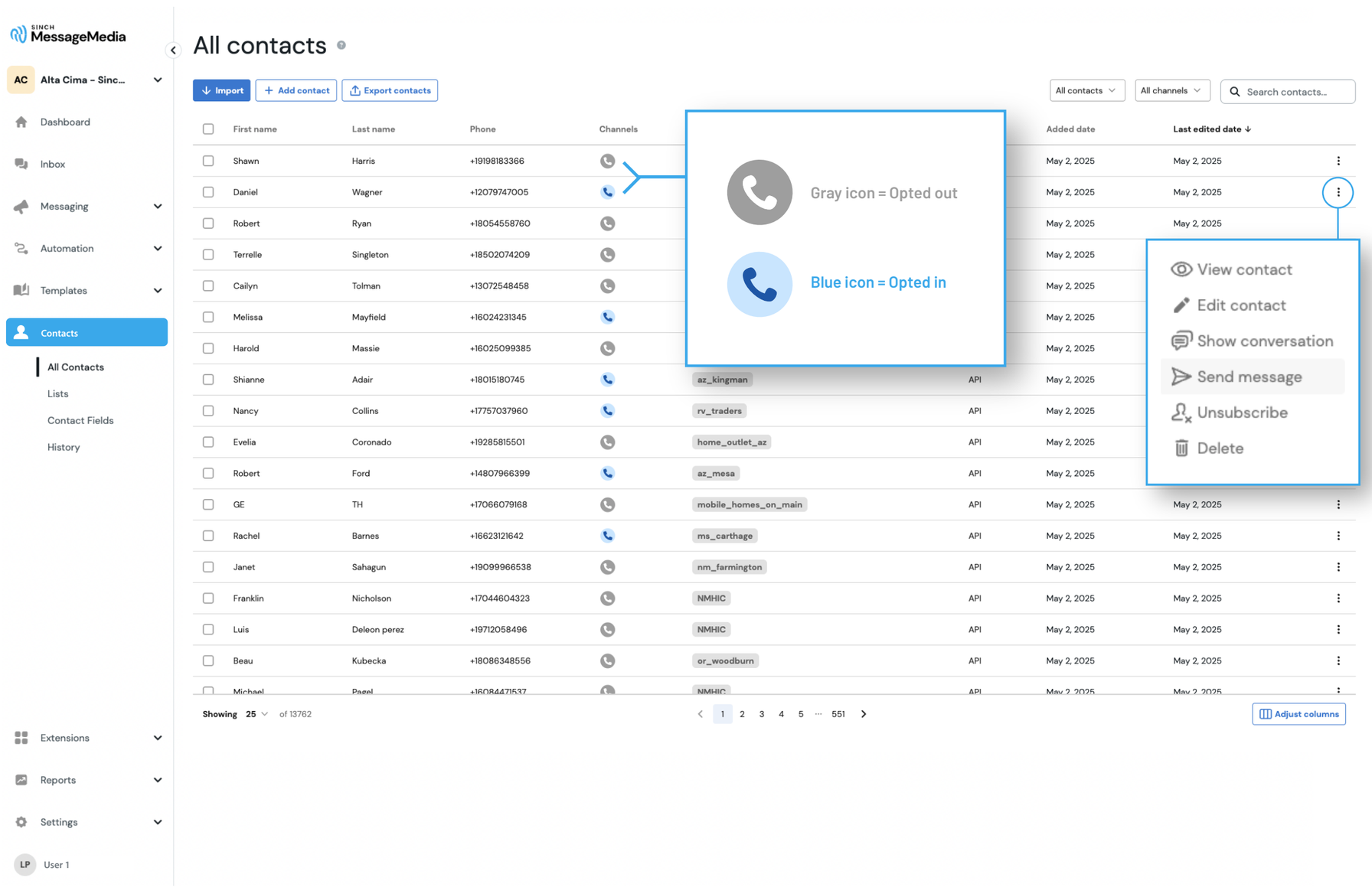
Contacts come from the CRM, and they may be opted in/out. This is a great place to check the status of your contact before reaching out to them. Once you see the status, choose the contact and select “Send Message” if they are subscribed.

You may have potential customers **verbally** opt into messaging or are opted out and you would like to text them (if they allow it). They will have to text your number and say **‘START’** for them to opt in for messaging via text. They will receive an automated message saying they have opted in for messaging. When you text back, make sure to still identify yourself to the customer. The customer MUST opt in first for this option to work correctly, especially when the contact is not opted in.

Example

Verbal Consent Script for Housing Consultant:

*To opt in to receiving text messages, simply text **'START'** or **'JOIN'** to **[your sinch number]**, and we'll keep you informed about everything related to your home search.*



Sinch: 101
Inbox

You can view your current and past messages (up to the last 90 days).

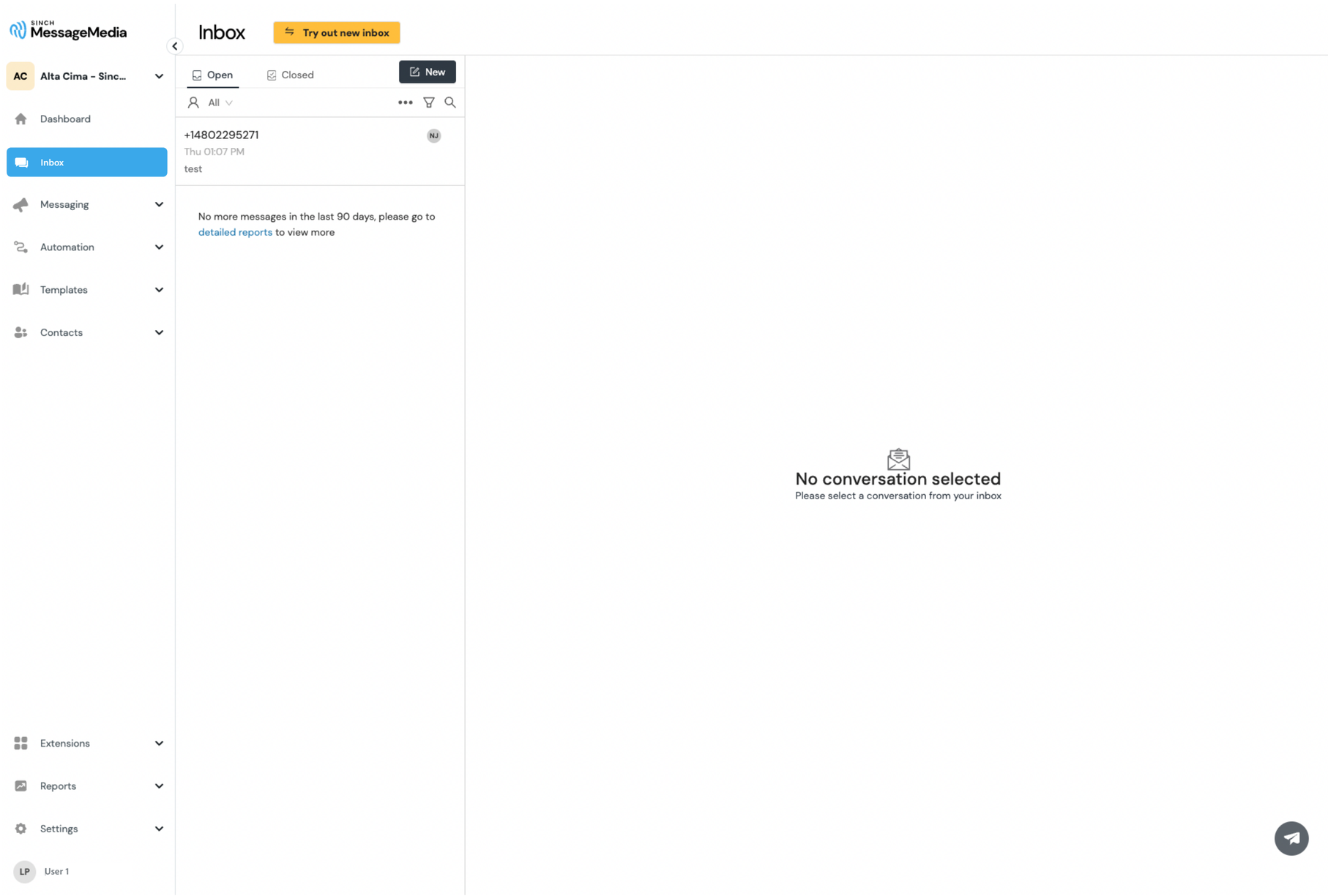
- Always start new messages from “Contacts.” This way you know if they are opted in/out. The opt out message has been defaulted to show on every message. Do not create new messages from the "Inbox," “Quick Message,” or “Messaging.”

- Once the conversation is started you can continue conversations in the inbox.

- If you have a “current” conversation and it is 90 days old you may not see it.

Appointment reminders are not automatic, so you will have to manually send messages. There are handy templates for you to use for:

- Appointment Confirmation
- Reminder Day Before
- Reminder the Day-Of



Sinch: 101
Messaging

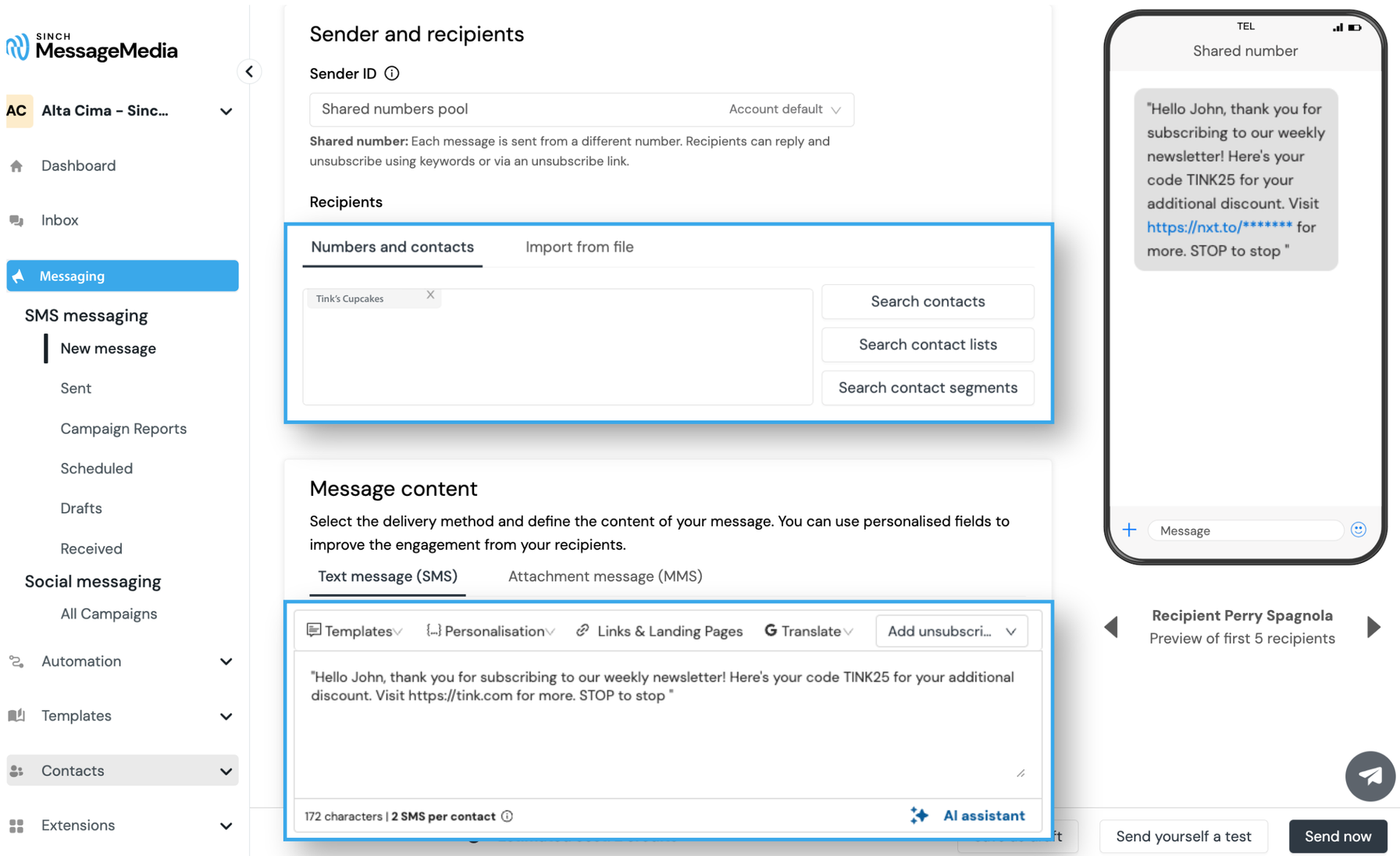
New Message:

This is where you will create your message to contact customers.

- Sender and recipients:
  - Recipients/Numbers and Contacts – If you know the contact is opted in, type their name here and select it once it pops up. Otherwise, go to "Contacts" first, then select the contact you want to message. It will then default to the "New Message" screen. If they opt out, the conversation will become "Closed" in inbox.

- Message Content:
  - Type the message you wish to send. You can also choose from available templates to start your message. For template ideas, visit: MessageMedia SMS Templates Templates can **ONLY** be created and added by **GM's/Coordinators.**

  - The "STOP to opt out" message is required and has been defaulted to show on the end of every message. ***(The opt out message is only required when you send your first message or if you are following up after some time.)***



Sinch: 101
Messaging *(Continued)*

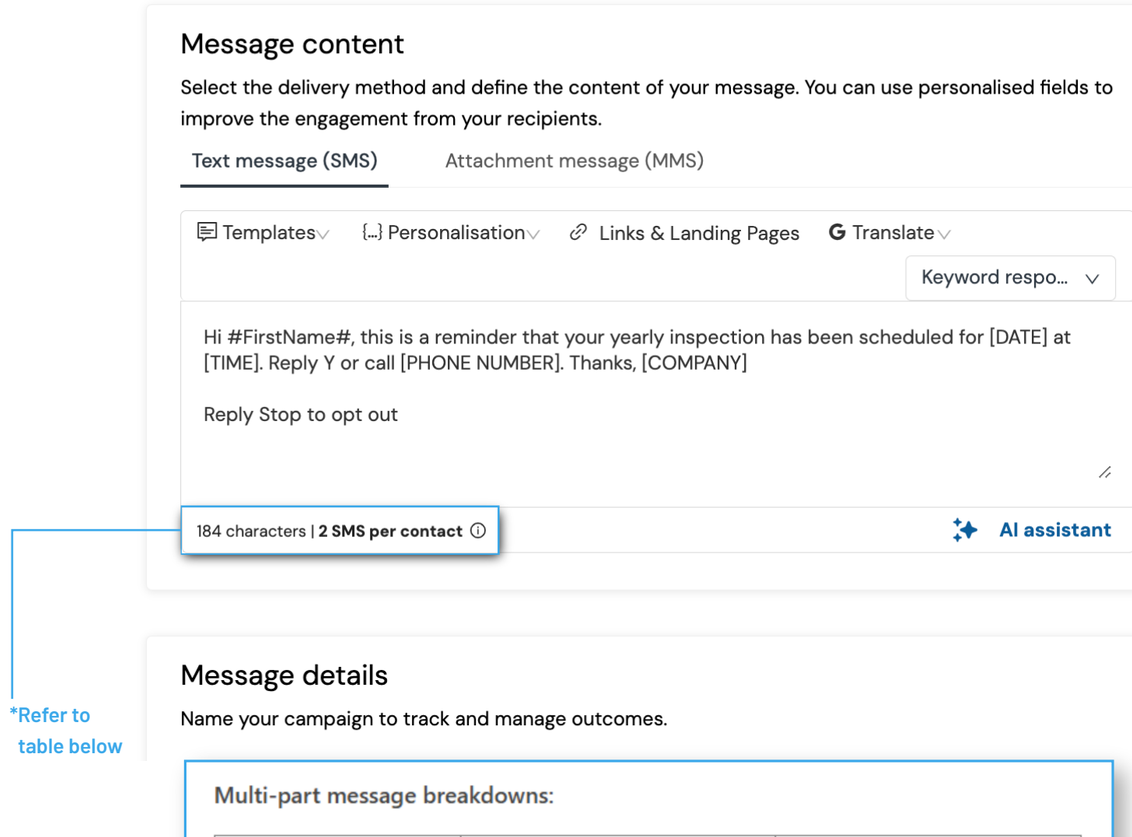
- Character Limits and Formatting:

  Character Limit
  Messages are recommended but not limited to 160 characters. Any message **over 160 characters** will split into multiple parts.

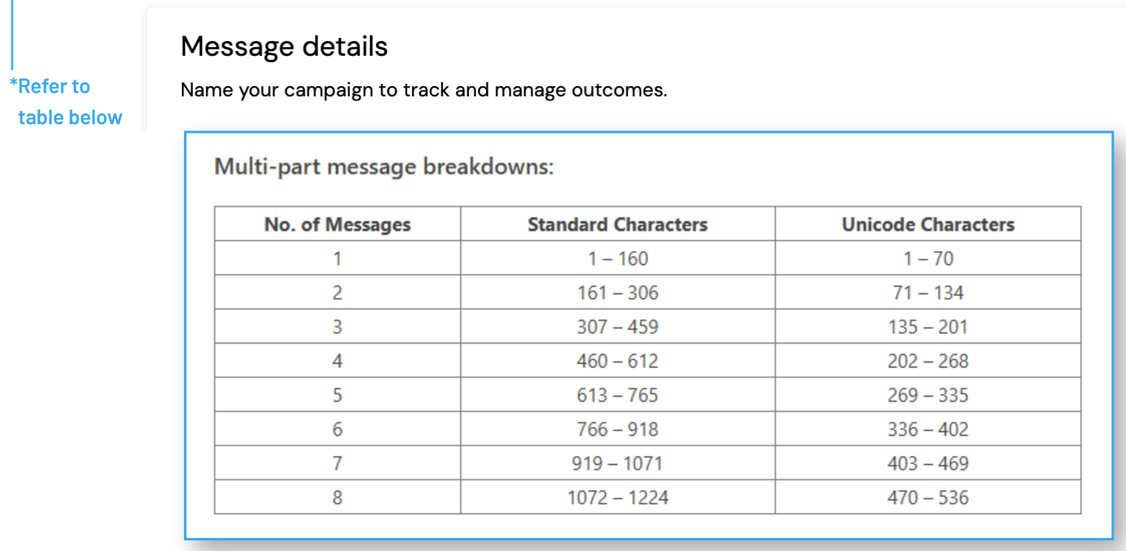
  Emoji's/Special Characters:
  Limits the message to **70 characters** automatically. We discourage using emoji's to limit this possibility.

  Links:
  Links must be in **https://** format *(not http://, www., bit.ly, or tiny.url).*
  Links will automatically be shortened to **22 characters** when pasted.

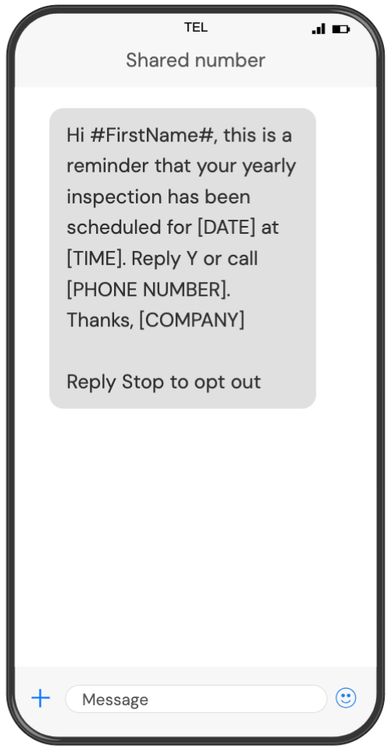
  - **Messaging Best Practices:**
    - Avoid overly urgent verbiage: ALL CAPS, or CTA that requires immediate attention.
    - No assuming verbiage- "If this is (First name) (Last name)"
    - Always identify the sender (you/company) of the message clearly on initial contact.



*Refer to table below



No. of Messages	Standard Characters	Unicode Characters
1	1 – 160	1 – 70
2	161 – 306	71 – 134
3	307 – 459	135 – 201
4	460 – 612	202 – 268
5	613 – 765	269 – 335
6	766 – 918	336 – 402
7	919 – 1071	403 – 469
8	1072 – 1224	470 – 536



Important Restrictions:
NO BULK MESSAGING is allowed

Disallowed Content: *Do not include messages related to loans, finances, interest rates, or mortgages. If these topics arise recommend a call or email instead.*

Example: *"Hi Jonny, for more details on your inquiry, please give us a call at 1-XXX-XXX-XXX. We're happy to assist you with all your questions!"*

Sinch: 101
Templates

Where **GM's and Coordinators** create premade messages to contact customers.

- SMS >> New Template >> Name Template >> Write in the message content >> Save

Example

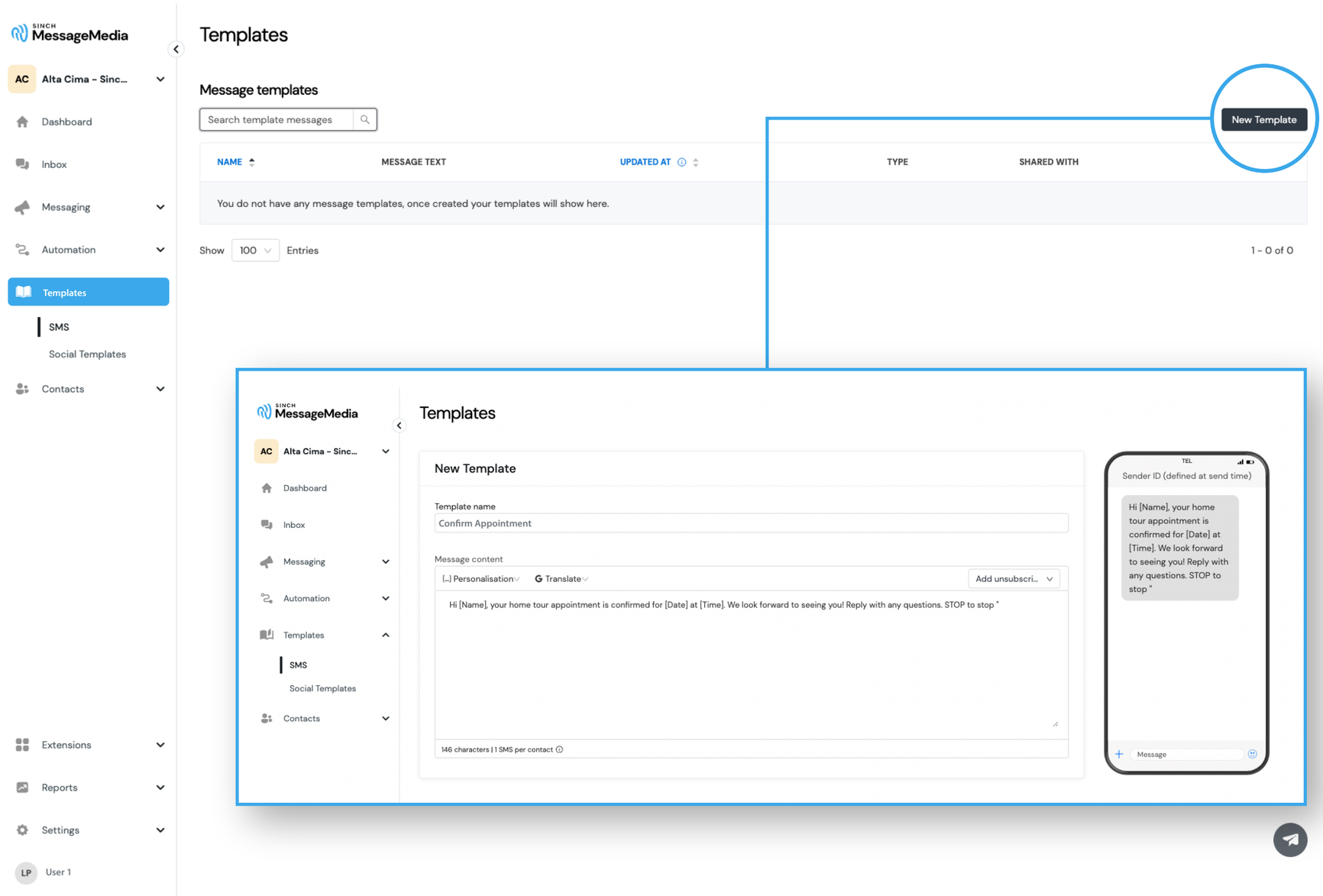
Template Name: Scheule a Tour!

Hi [Name], this is [Your Name] from [Company]. We'd love to schedule a home tour for you! Let us know when you're available. ***STOP to stop "***

Example

Template Name: Confirm Appointment

Hi [Name], your home tour appointment is confirmed for [Date] at [Time]. We look forward to seeing you! Reply with any questions. ***STOP to stop "***

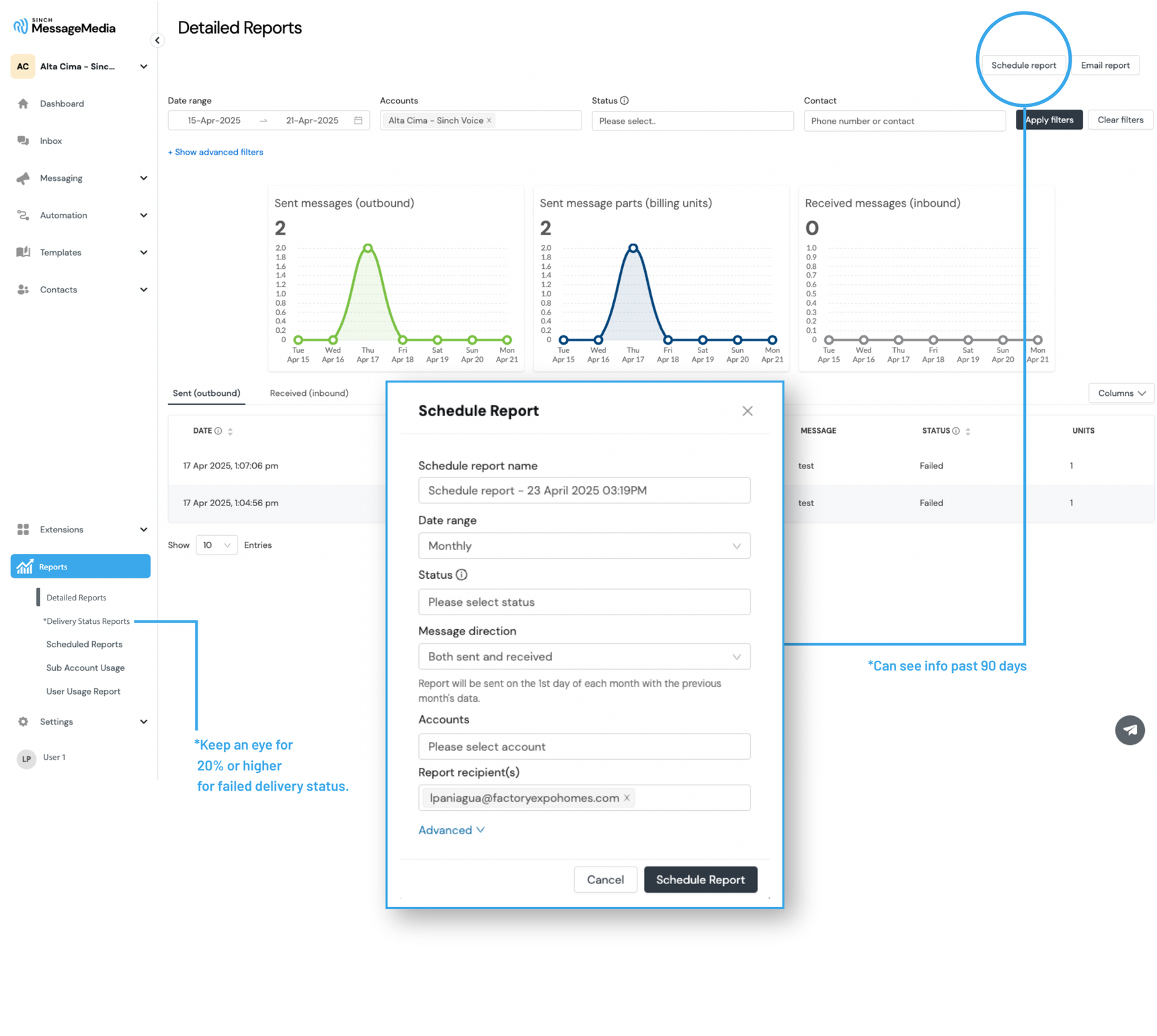


Sinch: 101
Reporting

This tool is for Regionals/General Managers/Coordinators to pull monthly data for their location(s).

- **Detailed Reporting:** You can schedule a report to be sent on a Monthly basis by going to "Schedule Report". You may also email yourself a report right away by selecting "Email Report".

GM's and Coordinators will have to go into each account to pull reports, ***(not just your own).***



Sinch: 101
Resources

Where do I log in?
Log in using the link:
https://hub.messagemedia.com/

What if I can't log in?
Email your GM or the Help Desk

Why don't I have access to some things in Sinch?
The regionals, general managers, and coordinators have administrative access. The sales teams will only be able to send and receive messages.

If you need a template to be added, ask the GM/PC.

How do I send messages?
https://support.messagemedia.com/hc/en-us/sections/4413575777935-Writing-Sending-Messages

How do I check for replies?
https://support.messagemedia.com/hc/en-us/sections/11996437716239-New-Inbox

Sinch: 101
Resources *(Continued)*

How can I check what I've sent, or search contact SMS records?

Reporting can be found here:
https://support.messagemedia.com/hc/en-us/categories/4413561187855-Reporting

Best Practices/Compliance:
https://support.messagemedia.com/hc/en-us/articles/4413576854799-U-S-Compliance-Best-Practices

How to send messages:
https://support.messagemedia.com/hc/en-us/articles/4413561974031-Sending-Messages

SMS character count restrictions:
https://support.messagemedia.com/hc/en-us/articles/4413576543247

Free Unicode detector:
https://freetools.textmagic.com/unicode-detector

How to fill out the Toll Free Number form:
https://support.messagemedia.com/hc/en-us/articles/4824122459663-How-to-fill-out-the-Toll-Free-Number-TFN-Verification-Form

For Technical/Routing issues, please submit a ticket here:
https://support.messagemedia.com/hc/en-us/requests/new

SINCH MessageMedia

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Sinch MessageMedia > FAQs

Search

FAQs

Feeling stuck? You're not alone, browse through our most commonly asked questions.

Click the Article Title to Open

Resources

- Where do I log in?
- What if I can't log in?
- Why don't I have access to some things in Sinch?
- How do I send messages?
- How do I check for replies?
- How can I check what I've sent, or search contact SMS records?
- Best Practices/Compliance

See all 12 articles »

Account Management FAQs

- Can I upgrade a User on a Sub-Account to an Admin on the Parent account?
- How do I cancel my account?
- How do I change my email address?
- How do I change my phone number?
- How do I deactivate a sub-account?
- How do I switch to my parent account?

See all 12 articles »

Sending & Receiving FAQs

- Can I search for specific numbers and contacts in the inbox?
- Can I send video?
- How do I add emojis to my SMS messages?
- How do I create a message signature?
- How do I exclude the subject line from Email to SMS messages?
- How do I send a message to all of my contacts at once?

See all 20 articles »

Contact Management FAQs

- Here's what's happening to your duplicate contacts on March 18, 2024