ESSENTIAL MESSAGING GUIDE

All you need to know about messaging with ROCKETTXT

1. RocketTXT Essential Information

1.1 Writing Your Message
Due to the limited variation on how your message is presented, it is important that your grammar and use of CAPS is effective. Use CAPS to highlight your store suburb or point that you are trying to convey. You only have 160 characters and the software will prevent you from exceeding this. Use abbreviations such as 'pls' for 'please', '@' for 'at' '&' for 'and' etc. Try to avoid using text slang as it is unprofessional and many customers will not understand the message that you are trying to convey. When typing phone numbers DON'T leave gaps…most mobiles will identify a number and give the recipient the opportunity to respond to you in 1-2 key strokes. Double and triple check your content before any send.

1.2 Privacy Information
It is vitally important that you maintain and grow the integrity of this medium. It is therefore suggested that you adhere to some very basic principles. The Store membership forms DO cover the legalities of communicating to your customers both via SMS and e-mail. Although this is the case, it is highly likely that your customers are unaware of this, so it's wise to stick to a couple of very basic privacy principles.

1.3 Overdue and other Reminders
The fact that the reminder message is directly related to a transaction that was conducted between your customer and your store, there are no canvassing or permission issues. You do not need to include "opt-out" features within your message or ask for permission to send operational reminders, however you must identify your store and include a phone number

1.4 Promotional Call to Action Messages
When you are targeting your own database with any marketing or similar campaign, you must give your customers the opportunity to "opt out". By clearly conveying this in your message, along with a relevant number or automated function allowing your customer to be excluded from any future SMS campaigns, will keep you safely within the privacy parameters. You must always include your store name and phone number.

1.5 Your Customer Data
You control your customer data at all times. Your data is not stored on any external servers or similar storage facilities.

1.6 Database Clean up Routine
It is recommended that you run the Member Database Clean up Routine on a regular basis. Refer to the link in the 'Resources' section of RocketTXT for instructions and further details

1.7 About punctuation
Please note that any variation to your member's data in Rocket, will effect RocketTXT ability to collate information for an SMS send eg punctuations such as commas, full stops, dashes etc.

2. What makes a successful RocketTXT Campaign?

The beauty of RocketTXT is that you are able to both respond to market pressures (competitor price points) and to proactively drive marketing campaigns easily and cost effectively. Forget about taking weeks to get those flyers printed, and allowing your competition to impact on your revenue - ACT NOW! RocketTXT is an effective time and place marketing tool. Campaigns that used to take weeks can be derived and executed within hours.

With any campaign, it is important that you think about what you are trying to achieve – to have a clear objective and to be able (if possible) to measure the effectiveness. Below are some pointers to take on board before executing a campaign:

1. Identify the objective of the campaign – is it a message to reinforce Brand Awareness or does it contain a definitive call to action or offer? This will determine the structure of your message.

2. If it's an offer designed to attract traffic to the store, ensure that the offer is strong enough to entice! 50c off your usual price point may not be tempting enough!

3. Structure your message so that it is eye catching (you can use UPPER and lower case to create impact!).

4. Try to simplify the message – do not put too much information in the message as it can appear confusing – multi offers can become diluted.

5. Think about who you are targeting. It is important to consider delinquent customers etc

6. The time frame for the offer needs to be considered. People need ample warning and ability to take advantage of offers. If the offer is for a specific day only, please ensure that the message is sent the day before or early in the day. Most offers are best used over a period of days.

7. If the campaign has a "call to action" use the hints in this manual to measure the effectiveness. Only then can you determine what works and what doesn't work.

3. Example SMS Messages

When designing SMS messages please note that all messages, except late list messages, MUST have an OPT OUT clause under privacy legislation. Also messages cannot be over 160 characters.

Late List	Dear <First Name>, you have <item count> rental items outstanding. Please return to [Store] _____ asap or call 96981234 to discuss
Birthday	Happy Birthday <First Name>! come in on <Birthday> for your FREE NEW RELEASE DVD! From the team at [Store] _____. Opt out? 96981234
Welcome New Members	<First Name>,welcome to [Store] _____. We look forward to seeing u again soon. Show msg before _____ & get a FREE new release hire. Opt out? 96981234
Lapsed #1: "Ten bucks on us"	<First Name> we haven't seen u since <last active date>! Come into [Store] _____ before _____, show msg & get $10 worth of rentals free. Opt out? 96981234
Lapsed #2: "Wipe all fees"	<First Name>, hire any new release before _____ & we will wipe current late fees. Show msg and they're gone! Opt out? 96981234
Lapsed #3: "50% off Late fees"	<First Name> special offer from [Store] _____ - come in pay half your late fees and we'll pay the rest! Must show msg. Opt out? 96981234
Price Point Promotion	<First Name> $1.50 Tuesdays! @ [Store] _____. Every Tuesday, all new Releases only $1.50 each. Opt out? 96981234

4.   SMS Marketing Calendar

4.1   Standard SMS

CAMPAIGNS	DAILY	WEEKLY	MONTHLY
Late List	✓		
Birthday	✓		
New Member		✓	
*Lapsed Member – Campaign 1 (No Overdues)			✓
*Lapsed Member – Campaign 2 (Wipe out Overdues)			✓
*Lapsed Member – Campaign 3 (50% off Overdues)			✓

* Rotate Monthly

4.2   Yearly

January	o New Year's Day o Australia Day
February	o Valentine's Day
March/April	o Easter
May	o Mother's Day
July	o Christmas in July
September	o Father's Day
October	o Halloween
December	o Christmas
Other	o Store's Birthday o Friday the 13th

5.   Slow Day/ Specific Day/ Theme Promotions

Other types of campaigns that can be used

CAMPAIGNS	FREQUENCY
Price Point Promotions	As Required
Top/Bottom Members	As Required
Ex Rental Purchasers	As Required
Members by Street Name	As Required
Members by Postcode	As Required
Members by Age	As Required
Members by Monies Owing	As Required
Top Purchasers	As Required
Members by Stock Group	As Required
Members by Category	As Required

6. Late List Guide

6.1 Why use RocketTXT for the late list?

Managing your late list can be a time consuming and costly exercise. Many Store staff members have also expressed a general dislike for the task, as customers are not always receptive to phone calls of this nature. The introduction of RocketTXT can significantly reduce time and money, and also alleviate the stress of having to speak directly with customers with this type of message. SMS allows you to contact customers at any time – not just between 6-8pm at night.

The sections below will provide you with a detailed overview on how to run your reports and manage your overdues:
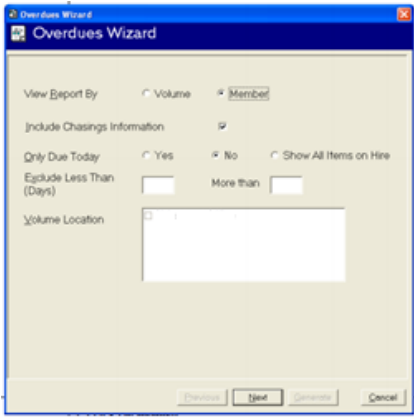
6.2 Overdues Report

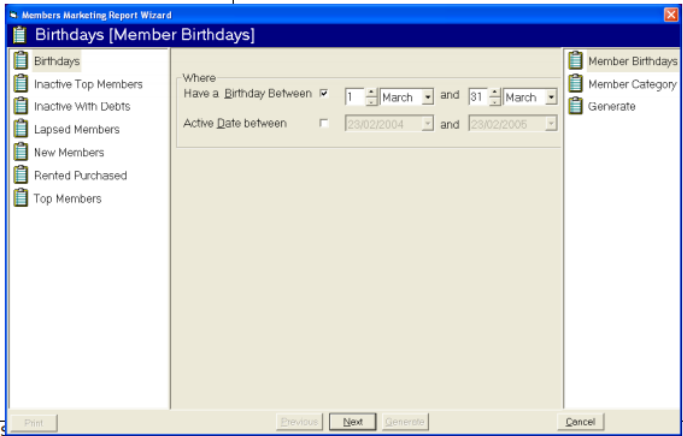| 1. Overdues Report (Late List – 2 Days & Over)	
Print this report to:	o Check the shelves for any product that was put back without being return scanned first o Once you make any adjustments, go on to "Chasings" and telephone members for late items
Go to Menu Bar - **Overdues Wizard**	1. CLICK ON MEMBERS 2. CLICK ON OVERDUES REPORTS
Selection Criteria: - **View Report By** - **Sort By** - **Only Due Today** - **Exclude Less Than (Days)** - **Volume Location** - **Member Name** - **Member Types** - **Member Status** - **Product Types** - **Product Categories** - **Product Terms** - **GENERATE**	3. Leave default as VOLUME 4. Leave default as VOLUME NAME 5. Leave default as NO 6. Enter 2 7. Leave as default. CLICK ON NEXT 8. Leave blank 9. CLICK ON CASUAL and SMS 10. CLICK ON NORMAL 11. CLICK ON NEXT 12. Leave blank 13. Leave blank 14. Leave blank 15. CLICK ON GENERATE. Prints the report to screen 16. CLICK ON PRINT to print a hard copy. Using the report, check if any items have been returned to the shelf without being scanned in first. Make any adjustments through Rocket as required, then go on to "Chasings"
To Exit Report Screen	CLICK CLOSE (F4), Returns you to the Transaction Screen

6.3 Chasing

2.Chasings (Late List – 2 Days & Over)	
Use this report screen to:	o Telephone members for late items o Enter any comments Handy Hint: You can leave this screen open all day even when you need to do other transactions.
Go to Menu Bar - **Chasing Wizard**	1. CLICK ON MEMBERS 2. CLICK ON CHASINGS **Chasings Wizard** Member First Name	Last Name Member Types	CASH / CASUAL / SMS / STAFF Member Status	Barred / Cancelled / Normal / Suspicious Exclude Less Than (Days)	More than
Selection Criteria: - **Member First Name** - **Last Name** - **Exclude Less Than (Days)** - **Member Types** - **Member Status** - **Product Types** - **Product Categories** - **Product Terms** - - - **Operators** - **Response** - **Date Chased**	3. Leave blank 4. Leave blank. 5. Enter 2 6. CLICK ON CASUAL 7. CLICK ON NORMAL 8. CLICK ON NEXT 9. Leave blank 10. Leave blank (unless you don't want to include Books or 2nd Disc) 11. Leave blank (unless you don't want to include Books or 2nd Disc) 12. CLICK ON NEXT 13. Leave blank 14. Leave blank 15. Leave blank 16. CLICK ON FINISH. Rocket will print the report to screen Against each member Rocket will show the quantity of items overdue, the extended hire fees due if the items were returned today and the longest duration of items still on hire. Please note that you are unable to print this report.
Chasing Late Products	1. Press ENTER on the member you wish to call and ROCKET will display the details of the outstanding items and the fee due. You can arrow up and down the page, selecting members in any order. 2. You can now call the member using the phone number shown on the screen and "chase" the items. 3. Mark the record with the Response Code e.g. Engaged, No Answer, Will Return Today. These Response Codes are shown in the Quick Help (CTRL F1) menu. If you want to write a personalised comment, choose Other by pressing <CTRL + O> and just type it in. 4. Once a Response Code has been added to a member, press <F2> to save. The colour on that line will then change so you can see who you have already handled.
To Exit Report Screen	CLICK CLOSE (F4), Returns you to the Transaction Screen

6.4 RocketTXT - Overdues

3. RocketTXT - Overdues (Exclude less than 2 Days Late)

Information contained:	o Member Details o How Many Days Overdue o Extended Fees The data from this report will be used to notify members of any unreturned items by SMS, so please ensure that you have checked the shelves first.

Go to Menu Bar	1. CLICK ON MEMBERS
- **Chasing Wizard**	2. CLICK ON OVERDUES REPORTS

Selection Criteria:	
View Report By	3. Click on Member
- **Include Chasings Information**	4. Change default to de-select this option
- **Only Due Today**	5. Leave default as NO
- **Exclude Less Than (Days)**	6. Enter 2
- **Volume Location**	7. Leave as Default CLICK ON NEXT
- **Member Name**	8. Leave Blank
- **Member Types**	9. CLICK ON SMS (Members that are in your SMS member category)
- **Member Status**	10. CLICK ON MORMAL, CLICK ON NEXT
- **Product Types**	11. Leave blank
- **Product Categories**	12. Leave blank (unless you don't want to include Books or 2nd Disc)
- **Product Terms**	13. Leave blank (unless you don't want to include Books or 2nd Disc)
-	14. Leave blank
-	15. Leave blank
-	16. Leave blank
- **GENERATE**	17. CLICK ON GENERATE (Prints the report to screen) 18. CLICK ON MAILMERGE 19. The default filename will be Overdues By Member. You can change the filename or type the date. The file is saved to your CSV folder by default.

To Exit Report Screen	CLICK CLOSE (F4), Returns you to the Transaction Screen

Sending Bulk Messages Option 1 (**ROCKETTXT Interface Active**):

1. Once you have generated your member report in Rocket, select the ROCKETTXT button at the top of your report screen.
2. If your ROCKETTXT Interface settings are correct, you will be immediately directed from ROCKET to the ROCKETTXT sending screen.
3. From there you will be able to select your template or type your own message

Sending Bulk Messages Option 2 (**ROCKETTXT Interface NOT active**)

1. Once you have generated your member report in Rocket, ensure this has been saved as a *MAILMERGE*.
2. Click on the ROCKETTXT Quicklink or go to **www.rockettxt.com**.
3. Select *RocketSMS* from your *SENDING* menu.
4. Browse and select your saved member file.
5. Select your Rocket *file type* (Overdue, Marketing or Debt Merge) – Click *NEXT*
6. From there you will be able to select your template or type your own message

6.5   RocketTXT - Birthdays

4. RocketTXT - Birthdays	
Information contained:	o Member Details o DOB o Join Date o Last Active Date o Days Inactive o Debts Owed
Go to Menu Bar - **Members Marketing Report Wizard**	1. CLICK ON MEMBERS 2. CLICK ON MARKETING REPORTS 3. Leave default as BIRTHDAYS
Selection Criteria: **MEMBERS BIRTHDAYS** **Have a Birthday Between** - **Active Date between** - **MEMBER CATEGORY** - - **Member Status** - **GENERATE**	4. Select the dates required 5. Leave blank. CLICK ON NEXT 6. CLICK ON SMS (Members that are in your SMS member category) 7. CLICK ON MORMAL 8. CLICK ON GENERATE (Prints the report to screen) 9. CLICK ON MAILMERGE 10. The default filename will be Members Birthday Report. You can change the filename or type the date. The file is saved to your CSV folder by default.
To Exit Report Screen	CLICK CLOSE (F4), Returns you to the Transaction Screen
To Exit Members Marketing Report Wizard	CLICK CANCEL

Sending Bulk Messages Option 1 (**ROCKETTXT Interface Active**):

1.   Once you have generated your member report in Rocket, select the ROCKETTXT button at the top of your report screen.
2.   If your ROCKETTXT Interface settings are correct, you will be immediately directed from ROCKET to the ROCKETTXT sending screen.
3.   From there you will be able to select your template or type your own message

Sending Bulk Messages Option 2 (**ROCKETTXT Interface NOT active**)

1.   Once you have generated your member report in Rocket, ensure this has been saved as a *MAILMERGE*.
2.   Click on the ROCKETTXT Quicklink or go to **www.rockettxt.com**.
3.   Select *RocketSMS* from your *SENDING* menu.
4.   Browse and select your saved member file.
5.   Select your Rocket *file type* (Overdue, Marketing or Debt Merge) – Click *NEXT*
6.   From there you will be able to select your template or type your own message

6.6 RocketTXT – New Members

5. RocketTXT – New Members

Information contained:	o Member Details o DOB o Join Date o Last Active Date o Days Inactive o Debts Owed

Go to Menu Bar - **Members Marketing Report Wizard**	1. CLICK ON MEMBERS 2. CLICK ON MARKETING REPORTS 3. CLICK ON NEW MEMBERS
Selection Criteria: **NEW MEMBERS** - **MEMBER CATEGORY** - - **Member Status** - **GENERATE**	4. CLICK ON MEMBERS JOINED BETWEEN and enter the dates required 5. CLICK ON NEXT 6. CLICK ON SMS (Members that are in your SMS member category) 7. CLICK ON MORMAL 8. CLICK ON GENERATE (Prints the report to screen) 9. CLICK ON MAILMERGE 10. The default filename will be New Members Report. You can change the filename or type the date. The file is saved to your CSV folder by default.
To Exit Report Screen	CLICK CLOSE (F4), Returns you to the Transaction Screen
To Exit Members Marketing Report Wizard	CLICK CANCEL

Sending Bulk Messages Option 1 (**ROCKETTXT Interface Active**):

1. Once you have generated your member report in Rocket, select the ROCKETTXT button at the top of your report screen.
2. If your ROCKETTXT Interface settings are correct, you will be immediately directed from ROCKET to the ROCKETTXT sending screen.
3. From there you will be able to select your template or type your own message

Sending Bulk Messages Option 2 (**ROCKETTXT Interface NOT active**)

1. Once you have generated your member report in Rocket, ensure this has been saved as a *MAILMERGE*.
2. Click on the ROCKETTXT Quicklink or go to **www.rockettxt.com**.
3. Select *RocketSMS* from your *SENDING* menu.
4. Browse and select your saved member file.
5. Select your Rocket *file type* (Overdue, Marketing or Debt Merge) – Click *NEXT*
6. From there you will be able to select your template or type your own message

6.7 Top 100

6. Top 100	
Go to Menu Bar - **Members Marketing Report Wizard**	1. CLICK ON MEMBERS (ALT M) 2. CLICK ON MARKETING REPORTS (R) 3. CLICK ON NEW MEMBERS (ARROW DOWN TOP)
Selection Criteria: **COMMON** - **MEMBER CATEGORY** - - **Member Status** - **TOP** - **Rate By** - **Show how many** - **Skip** - **Rate by Transaction Dates** - **GENERATE**	4. CLICK ON ACTIVE DATE BETWEEN (ALT D) 5. Enter dates between FIRST and LAST day of the month. The current year is the default 6. CLICK ON NEXT 7. Select appropriate "active" member categories, eg. Casual, SMS, NON-SMS etc) 8. CLICK ON NORMAL 9. CLICK ON NEXT 10. CLICK ON TOTAL SPEND (ALT R AND ARROW THROUGH OPTIONS THEN PRESS TAB) 11. Enter 100 12. Leave Blank 13. Enter the first day of the month 14. CLICK ON GENERATE (Prints the report to screen) 15. CLICK ON MAILMERGE 16. The default filename will be Top Members Report. You can change the filename or type the date. The file is saved to your CSV folder by default.
To Exit Report Screen	CLICK CLOSE (F4), Returns you to the Transaction Screen
To Exit Members Marketing Report Wizard	CLICK CANCEL
Sending Bulk Messages Option 1 (**ROCKETTXT Interface Active)**: 1. Once you have generated your member report in Rocket, select the ROCKETTXT button at the top of your report screen. 2. If your ROCKETTXT Interface settings are correct, you will be immediately directed from ROCKET to the ROCKETTXT sending screen. 3. From there you will be able to select your template or type your own message Sending Bulk Messages Option 2 (**ROCKETTXT Interface NOT active)** 1. Once you have generated your member report in Rocket, ensure this has been saved as a *MAILMERGE*. 2. Click on the ROCKETTXT Quicklink or go to **www.rockettxt.com**. 3. Select *RocketSMS* from your *SENDING* menu. 4. Browse and select your saved member file. 5. Select your Rocket *file type* (Overdue, Marketing or Debt Merge) – Click *NEXT* 6. From there you will be able to select your template or type your own message	

7.   Example of use

If a staff member calls in sick for a shift, send an SMS to all your other staff in seconds!