

# SMS Sequences

Selected Integrations:



wb398



chris@7einvestments.com's Account

## How would you like to start this SMS Sequence?

- Both via text of keyword or a HTTP Post in a Campaign Sequence
- Only via HTTP Post in a Campaign Sequence

## Which Twilio phone number would you like to use?

Greyt Estates



## Where should we store requester's mobile number?

Phone 2



PlusThis will try to find an existing contact record using this field. If none is found, a new one will be created

## Keyword that starts this sequence

7e

Not case sensitive.

Keywords you've used on this phone number:

You aren't using any keywords on this phone number.

- Collect email address first.  
Recommended. This option reduces duplicate contacts.

# Sequence Steps

Sort or Edit Messages?

Edit Mode

## Request Email Address

### Message to send

To get started, what's your email address?

42 characters. Estimate only, *merged content* length will vary.

### Insert Merge Field

Select a field to insert it



If this is a new contact, then you will only have information that was stored in previous steps.

### Include the following media (MMS):

Link to the media you want included.

Media will be displayed on user's phone. [Learn about MMS file size limitations.](#)

When a response to this message is received...

### Save the response to this field

Email



What should happen next?


What should happen next?

**Which message should be sent next?**

- The Next Message (the one below this)
- Let Me Decide (configure conditions)
- Don't Send Anything (finish)

Sequence Tagging and Next Step Conditions

First Name 


 Remove

**Message to send**

Thanks! What is your first name?

32 characters. Estimate only, *merged content* length will vary.

**Insert Merge Field**

Select a field to insert it  

If this is a new contact, then you will only have information that was stored in previous steps.

**Include the following media (MMS):**

Link to the media you want included.

Media will be displayed on user's phone. [Learn about MMS file size limitations.](#)

When a response to this message is received...

**Save the response to this field**


First Name  


What should happen next?

**Which message should be sent next?**

- The Next Message (the one below this)
- Let Me Decide (configure conditions)
- Don't Send Anything (finish)

Sequence Tagging and Next Step Conditions

Last Name 

 Remove

### Message to send

~Contact.FirstName~, What is your last name?

44 characters. Estimate only, *merged content* length will vary.

### Insert Merge Field

Select a field to insert it 



If this is a new contact, then you will only have information that was stored in previous steps.


### Include the following media (MMS):

Link to the media you want included.

Media will be displayed on user's phone. [Learn about MMS file size limitations.](#)

When a response to this message is received...

### Save the response to this field

Last Name 



What should happen next?

### Which message should be sent next?

- The Next Message (the one below this)
- Let Me Decide (configure conditions)
- Don't Send Anything (finish)



Sequence Tagging and Next Step Conditions

**Message to send**

~Contact.FirstName~  
Are you looking to learn more about real estate investing? Yes or No

88 characters. Estimate only, *merged content* length will vary.

**Insert Merge Field**

Select a field to insert it  

If this is a new contact, then you will only have information that was stored in previous steps.



**Include the following media (MMS):**

Link to the media you want included.

Media will be displayed on user's phone. [Learn about MMS file size limitations.](#)

When a response to this message is received...

**Save the response to this field**

Person Notes  

What should happen next?

**Which message should be sent next?**

- The Next Message (the one below this)
- Let Me Decide (configure conditions)
- Don't Send Anything (finish)

**Sequence Tagging and Next Step Conditions**

**Do not configure this section unless you are expecting a response**  
These actions will only trigger if a response is received. If you choose to configure this section, the contact will remain locked in this sequence until a response is received, or the sequence expires (24 hours). While locked, the next message from this record will not trigger any other SMS Sequences.

## After a response is received...

Conditions are evaluated from top to bottom, **after a response has been received**. Only the actions from the first matching condition will occur.

Condition: Equals / Contains

 Remove

If the response **EQUALS ANY** of the following words/phrases:

\*yes\*

Not case sensitive. Use asterisks (\*) for a "contains" comparison.  
Eg: inputting "\*yes\*" will match the message "Hi, yes please."

Which tag should be applied when this condition is met?

Don't apply a tag



Which Sequence Message should be sent next when this condition is met?

Yes To Learn More



Condition: Equals / Contains

 Remove

If the response **EQUALS ANY** of the following words/phrases:

\*no\*

Not case sensitive. Use asterisks (\*) for a "contains" comparison.  
Eg: inputting "\*yes\*" will match the message "Hi, yes please."

Which tag should be applied when this condition is met?


Don't apply a tag



Which Sequence Message should be sent next when this condition is met?

No



Add Condition   
(Tagging and Next Message)

Apply this tag if the response meets none of the criteria, or none are configured

Don't apply a tag



If none of the criteria are met, which sequence should be sent next?

No Conditions





## Message to send

~Contact.FirstName~,  
Great. Let's setup a call to discuss

59 characters. Estimate only, *merged content* length will vary.

## Insert Merge Field

Select a field to insert it  

If this is a new contact, then you will only have information that was stored in previous steps.

## Include the following media (MMS):

Link to the media you want included.

Media will be displayed on user's phone. [Learn about MMS file size limitations.](#)

## When a response to this message is received...

### Save the response to this field

Don't store it  

## What should happen next?

### Which message should be sent next?

- The Next Message (the one below this)
- Let Me Decide (configure conditions)
- Don't Send Anything (finish)

Sequence Tagging and Next Step Conditions

**Message to send**

~Contact.FirstName~,  
Thanks for the reply. If your an experienced investor  
we should connect and see if there is a mutually  
beneficial relationship in our markets.

163 characters. Estimate only, *merged content* length will vary.

**Insert Merge Field**

Select a field to insert it ▼



If this is a new contact, then you will only have  
information that was stored in previous steps.

**Include the following media (MMS):**

Link to the media you want included.

Media will be displayed on user's phone. [Learn about MMS file size limitations.](#)

When a response to this message is received...

**Save the response to this field**

Don't store it ▼



What should happen next?

**Which message should be sent next?**

- The Next Message (the one below this)
- Let Me Decide (configure conditions)
- Don't Send Anything (finish)

Sequence Tagging and Next Step Conditions

## No Conditions


 Remove

### Message to send

~Contact.FirstName~,  
I apologize, I did not understand your response. A yes  
or no answer would suffice. Thanks

110 characters. Estimate only, *merged content* length will vary.

### Insert Merge Field

Select a field to insert it 



If this is a new contact, then you will only have  
information that was stored in previous steps.


### Include the following media (MMS):

Link to the media you want included.

Media will be displayed on user's phone. [Learn about MMS file size limitations.](#)

### When a response to this message is received...

#### Save the response to this field

Don't store it 



### What should happen next?

#### Which message should be sent next?

- The Next Message (the one below this)
- Let Me Decide (configure conditions)
- Don't Send Anything (finish)

### Sequence Tagging and Next Step Conditions

#### Do not configure this section unless you are expecting a response

These actions will only trigger if a response is received. If you choose to configure this section, the contact will remain locked in this sequence until a response is received, or the sequence expires (24 hours). While locked, the next message from this record will not trigger any other SMS Sequences.

### After a response is received...

Conditions are evaluated from top to bottom, **after a response has been received.** Only the actions from the first matching condition will occur.



Condition: Equals / Contains

 Remove

If the response **EQUALS ANY** of the following words/phrases:

\*yes\*

Not case sensitive. Use asterisks (\*) for a "contains" comparison.

Eg: inputting "\*yes\*" will match the message "Hi, yes please."

Which tag should be applied when this condition is met?

Don't apply a tag



Which Sequence Message should be sent next when this condition is met?

Yes To Learn More



Condition: Equals / Contains

 Remove

If the response **EQUALS ANY** of the following words/phrases:

\*no\*

Not case sensitive. Use asterisks (\*) for a "contains" comparison.

Eg: inputting "\*yes\*" will match the message "Hi, yes please."

Which tag should be applied when this condition is met?


Don't apply a tag



Which Sequence Message should be sent next when this condition is met?

No



Add Condition   
(Tagging and Next Message)

Apply this tag if the response meets none of the criteria, or none are configured

Don't apply a tag



If none of the criteria are met, which sequence should be sent next?

No Conditions



## Add Sequence Step Message

### Additional Options

Create a Note on the contact record with this conversation.

**If this number has opted out of receiving text messages, apply this tag:**

Don't apply a tag



**If this is an invalid mobile number, apply this tag:**

Don't apply a tag



### A few important things to remember.

- This feature makes use of your Twilio account. PlusThis does not bill an additional per message charge. Twilio's message pricing varies per location, from less than a cent (e.g. Canada/USA) to 6 cents (e.g. Australia/Brazil), refer to [Twilio for up-to-date pricing information](#).
- **You are responsible for managing your customers' expectations** around content and how frequently you will be communicating with them via SMS.
- You should include an opt-out message (e.g. "Text STOP to stop") in your SMS to customers. Twilio blacklists users who abuse SMS communications on their platform.
- Please refer to [Twilio for information about message sending limits](#).

### Feature Name

Test Feature

Save

Cancel



