

SMS Sequences

Selected Integrations: nc538 andrew@andrewbrumana.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?

(415) 275-6472 ▼ +

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

slides

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.

Sequence Map **Include the following media (MMS):** show

Quickly navigate your Sequence messages. [Link to the media you want included.](#) +

Media will be displayed on user's phone. Learn about MMS file size limitations.

Request Email Address

When a response to this message is received...

First Name

Save the response to this field

Last Name

Screwdriver?

What should happen next?

Standard

Which message should be sent next?

Phillips The Next Message (the one below this)


Let Me Decide (configure conditions)

I'm sorry

Don't Send Anything (finish)

Sequence Tagging and Next Step Conditions

First Name 

 Remove

Message to send

Thank you! What is your first name?

35 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

Sequence Map

show

Quickly navigate your Sequence messages. +

Remove

Last Name

Request Email Address

Message to send

First Name

~Contact.FirstName~, what is your last nam

Last Name

Screwdriver?

Standard characters. Estimate only, merged content length will vary.

Insert Merge Field

Phillips

Select a field to insert it

I'm sorry

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

Screwdriver?

Remove

Message to send

What's your favorite kind of screwdriver? Standard or Phillips?

63 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. show

Sequence Map

Media will be displayed on user's phone. Learn about MMS file size limitations. Quickly navigate your Sequence messages. +

When a response to this message is received...

Request Email Address

Save the response to this field

First Name

Screwdriver Type

Last Name

What should happen next?
Screwdriver?

Which message should be sent next?

Standard

The Next Message (the one below this)

Phillips

Let Me Decide (configure conditions)

Don't Send Anything (finish)

I'm sorry

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:

standard

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?

Standard

Condition: Equals / Contains

Remove

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

phillips

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

Sequence Map

show

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

Quickly navigate your Sequence messages. +

Phillips

Request Email Address

First Name

Last Name

Screwdriver

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

PlusThis - Unknown response

Standard

Phillips

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

i'm sorry

I'm sorry

Add Condition ▼
(Tagging and Next Message)

▼ +

▼ +

▼ +

Standard ✎

🗑️ Remove

Message to send

That's awesome! I love standard screwdrivers too!

49 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 ▼

Sequence Map

[show](#)

Quickly edit your Sequence messages. +

Remove

Request Email Address

First Name That's awesome! I love phillips screwdrivers!

Last Name

Screwdriver?

49 characters. Estimate only, merged content length will vary.

Standard

Insert Merge Field

Phillips Select a field to insert it

+

If this is a new contact, then you will only have information on 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

▼

I'm sorry

Remove

Message to send

I'm sorry, I don't know that type of screwdriver. Do you prefer Standard or Phillips?

85 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.](#)

Sequence Map

When a response to this message is received...

Quickly navigate your Sequence messages. **Save the response to this field**

Request Email Address
Screwdriver type

First Name

Last Name

What should happen next?
Which message should be sent next?

Screwdriver? The Next Message (the one below this)

Standard Let Me Decide (configure conditions)
 Don't Send Anything (finish)

Phillips

I'm sorry

▼ +

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:

standard

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?

Standard +

Condition: Equals / Contains Remove

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

phillips

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?

Phillips +

Sequence Map show

Quickly navigate your Sequence messages. +

Add Condition ▼
(Tagging and Next Message)

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

First Name ▼ +

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

Screwdriver ▼ +

Standard

Phillips

I'm sorry

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:

▼ +

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

▼ +

A few important things to remember.

- This Tool 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 (<https://www.twilio.com/sms/pricing>).
- **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 (<https://support.twilio.com/hc/en-us/articles/223183648-Sending-and-Receiving-Limitations-on-Calls-and-SMS-Messages>).

Tool Name

PlusThis Certification Homework - 02 SMS Sequence

Save

Cancel (https://admin.plusthis.com/accounts/9486/feature_instances/147469/show)

Tool Information

Tool Help (<http://kb.plusthis.com/tools/44-kb>)


About


Config

Important

Sequence Map
Configure a conversation style SMS sequence to take place upon receiving a keyword, or via triggering it from your Infusionsoft application.

Application...

Quickly navigate your Sequence messages. 

Request Email Address
First Name
Last Name 
Screwdriver?
Standard
Phillips
I'm sorry

Helpful Example Guides

Appointment Scheduling with Calendly, GoToMeeting & SMS Reminder (<https://kb.plusthis.com/guides/7-appointment-scheduling-with-calendly-gotomeeting-sms-reminder/Infusionsoft>)

Text To Opt-In (<https://kb.plusthis.com/guides/9-text-to-opt-in/Infusionsoft>)

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Sequence Map

show