

Selected Integrations:

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?

(404) 724-5336

Where should we store requester's mobile number?

Phone 5

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

animal

Keywords you've used on this phone number:  
You aren't using any keywords on this phone number.

Not case sensitive.

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

Sequence Steps

Sort or Edit Messages?

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.](#)

Include the following media (MMS):

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When a response to this message is received...

Save the response to this field

Email

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

Request first name

Remove

Message to send

Great. What's your first name?

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

Insert Merge Field

Select a field to insert

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

Include the following media (MMS):

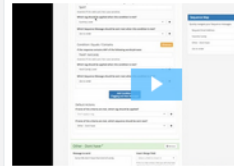
Link to the media you want included.

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

SMS Sequences allows for you to configure a conversation style SMS sequence to take place upon receiving a keyword, or via HTTP Post, from a contact or potential contact to your phone. This feature also provides some simple reports showing how many contacts submitted each answer.



PlusThis Recommends



Create a personalized MMS image for each recipient using PicSnippets!

Sequence Map

Quickly navigate your Sequence messages.

Request Email Address

Request first name

Request Last Name

Animal Preference

Dog response

Cat response

Inappropriate response

Sequence Map

Quickly navigate your Sequence messages.

Request Email Address

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## Animal Preference

Remove

### Message to send

-Contact.FirstName-, are you a dog or cat person?

### 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.

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

### 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:

"dog"

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

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?

Dog response



Condition: Equals / Contains

Remove

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

"cat"

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?

Cat response



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?

Inappropriate response



dog response

Remove

message to send

I'm a dog person, too! Keep an eye on your inbox for

Insert Merge Field

Select a field to insert



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

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

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

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**



**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)

**Cat response**



**Message to send**

I like cats. Keep an eye on your inbox for more info.

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

**Insert Merge Field**



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

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

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**



## Inappropriate response

Remove

### Message to send

I'm sorry. That's not an option. Do you prefer dogs or cats?

### Insert Merge Field

Select a field to insert



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

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

### 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



### What should happen next?

#### Which message should be sent next?

- The Next Message (the one below this)
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Eg: Inputting **\*\*yes\*** will match the message "Hi, yes please."