

## **NOTIFICATION: NEW PRODUCT FEATURE**

**BULKSMS.CO.UK**

May 12, 2009

### **BulkSMS launches Group Opt-In service**

BulkSMS has launched a new text messaging feature which enables you to simplify the process of adding mobile phone numbers to groups in your online address book when using the BulkSMS.co.uk Web to SMS service.

This feature enables the people to whom you want to send a text message to automatically add their number to your online BulkSMS address book by sending a text message from their mobile phone.

The typical process of adding numbers to your online address book is to ask people for their mobile numbers, write them down, type them up in a spreadsheet, and then manually upload the spreadsheet to your online BulkSMS phonebook group. By using the Opt-in Group feature you can simply ask people to send a text message to join your group. This service only works on networks within the United Kingdom.

If you are using the BulkSMS Text Messenger, please be sure to log into your BulkSMS account on the BulkSMS website ([www.bulksms.co.uk](http://www.bulksms.co.uk)). Once you are logged in, simply follow the steps below.

To all BulkSMS website users, simply follow the steps below:

1. Log into your BulkSMS account at <http://www.bulksms.co.uk/>.
2. Click on Other Features (under Advanced Features).
3. Click on Opt-in Groups.
4. Give your service a name and a brief description and then enable.
5. Instructions for joining your group will be shown.
6. You can then request the people who want to join your group to do so through announcements, notices, adverts etc.
7. The Opt-in group with members is shown under Phonebook Groups and you can send to the group as you normally would send to a group from the website.

Note that each new member will pay the standard rate for the text message sent requesting the group membership. On joining, an auto-response text message will be generated from your BulkSMS username and will be sent to the mobile number confirming the addition of their contact details to the group. The cost of the auto-response message is the same as a normal text message sent via BulkSMS and is debited to your username.

There are no costs to your group members to receive your text messages. Text messages that you send to these group members cost the same as other text messages sent from your BulkSMS account.

This service only works on networks within the United Kingdom. Opt-in Group members, as with all recipients of your messages in the UK, can at any time remove themselves from your address book by replying STOP to any message that you may send to them. This SMS text message will also be charged at the standard text message rate.