



The Salesmsg 10DLC Blueprint

All your questions, answered

Overview

Alright, buckle up! We're about to help you unlock the full power of A2P 10DLC and make sure your business messaging strategy doesn't get caught up in red tape with "The Salesmsg 10DLC Blueprint".

In today's over-connected fast-paced world, having effective customer conversations is everything. In this guide, you'll learn everything you need to know about the fundamentals of A2P 10DLC, how it works, and the unique advantages of A2P messaging.

This guide will equip you with the knowledge and insights you need to elevate your SMS marketing, sales follow up process, and customer support.

We'll be your go-to textpert, guiding you through the twists and turns of compliance and rules around A2P 10DLC, so your messaging strategies don't hit any roadblocks. We'll also take a good look at how to get A2P 10DLC rolling, giving you the best practices and real-life examples to fire up your SMS messaging strategies. Get ready to embrace A2P 10DLC with open arms and revolutionize the way you chat with your audience.

Let's unlock the full might of A2P 10DLC together, making sure your business stays ahead in this ever-changing communication universe.

Ready to level up your messaging game? Then let's dive in!

Introduction to A2P 10DLC

Communication and customer conversations are the lifeblood of businesses across every industry. One form of communication that has gained immense popularity (and for good reason) is Application-to-Person (A2P) messaging.

What is A2P messaging?

A2P stands for Application-to-Person. This is tech speak for automated messages being sent from a software application to a real, live person (like you and me).

So, why is this important?

Well, businesses are using A2P messaging to keep in touch with their customers, clients, and users.

For example:

Sales Teams

Use A2P messaging to send exciting deals and product updates. That 50% off sale text you got? There might be an A2P message behind it.

Marketing Departments

Launch campaigns with A2P messages. That 10-minute-before reminder about an upcoming webinar? Yep, A2P is at work there too.

Customer Support Teams

Provide quick updates and responses. Your order is on its way? A2P messages make sure you know!

Overview of 10DLC and its role in A2P messaging

Now, let's talk about 10DLC. It's a fancy term for 10 Digit Long Code. It's the rulebook for how businesses can send these A2P messages in the USA and remain compliant.

Imagine 10DLC as the referee in a football game. It's there to ensure everything runs smoothly and fairly. It makes sure that businesses sending messages play by the rules, so the messages can get delivered to the intended recipient.

10DLC vs. Toll-Free

Let's look at how 10DLC (10-digit long codes) and toll-free numbers fare when it comes to A2P messaging.

10DLC numbers are like your friendly neighbor - they're regular local phone numbers used to send A2P messages. Toll-free numbers, on the other hand, are like the big mansion next door. They're numbers with special area codes that let customers call in for free.

So, which is better?

That depends on what you need. Here's a quick comparison:

10DLC

- More flexibility for sending text messages
- Lower cost per message

Toll-Free

- Gives a polished, professional image
- Great for customer service chats

Key differences between P2P and A2P messaging

P2P (person-to-person) and A2P (application-to-person) messaging each serve their unique purpose in the business messaging realm. Let's break down the differences between the two.

P2P messaging is all about one-on-one chats between two people, usually using personal phone numbers. It's perfect for friendly chats, informal convos, and individual interactions.

A2P messaging, on the other hand, is all about automated messages sent from apps or systems directly to people. These messages are usually sent in batches and can be used for all sorts of things, like transaction alerts, marketing campaigns, appointment reminders, and customer service chats.

Picture your phone buzzing with a flight delay update, a reminder about your doctor's appointment, or a flashy sale alert. This is A2P messaging doing its thing, keeping you in the know.

Unlike the personal nature of P2P messaging, A2P is more broadcast-oriented by nature. It uses shortcodes, long codes, or alphanumeric sender IDs to easily reach a large audience.

Both P2P and A2P messaging have their place in business. Together they allow you to deepen your relationships with clients and customers, while also reaching every single customer at scale.

Why A2P 10DLC matters in business communication

Every business text message you send not only improves your bottom line, but connects your customers, clients, staff, stakeholders, and more.

Whether it's a friendly nudge about an appointment, a reminder about an upcoming payment, or a personalized coupon, these simple messages directly tie into the success of your business.

But, without adhering to 10DLC regulations set by U.S. carriers, these messages won't get delivered. If you're using local numbers or 10-digit long codes to send texts, then it's time to tune in.

To prevent spammers, scammers, and other malicious senders U.S. carriers had to fight back by upgrading their security standards. This means your business needs to use A2P 10DLC numbers and register your use cases to show you're not a bad actor. Failure to do this means your business will get lumped in with spammers, scammers, and the like.

This registration process makes everything nice and transparent and helps create a safe and trusted environment for sending messages.

No One Left Behind

To truly harness the power of A2P 10DLC, you need to develop an in-depth understanding of what A2P messaging is. Now, we'll take a deeper look into A2P messaging and explore its applications, benefits, and real-world use cases.

What A2P is all about and how it's used

A2P messaging can supercharge the results of your sales team. You'll be able to send out personalized offers, exclusive discounts, timely follow-ups, and helpful product updates.

When you're running marketing campaigns you can use A2P messaging to send event reminders, collect feedback with surveys, roll out better product launches, and foster better customer engagement along the way.

Small businesses can use A2P messaging to open a dialogue with customers, send order updates, handle support requests, and answer common questions. All of this together can help improve your customer experience and make the day-to-day business run more smoothly.

From banks and eCommerce platforms to healthcare providers and travel agencies, A2P messaging has become an indispensable asset, reshaping how businesses talk to customers while streamlining business ops.

How different industries use A2P messaging

There's no shortage of ways to use A2P messaging, and businesses in all kinds of industries are getting in on the action.

Banks and other financial institutions are using A2P messaging to send out transaction alerts, warn customers about potential fraud, and keep them updated on their account balance, all in real-time.

eCommerce stores are sending order confirmations, delivery notifications, and special offers right to customers' phones.

In the healthcare space, A2P messaging is being used to remind patients about appointments, let them know when it's time to take medication, and send out health campaign messages.

Travel agencies are keeping customers in the loop with booking confirmations, flight updates, and travel advisories.

No matter the industry, A2P messaging has a lot to offer businesses of all sizes, helping them communicate more effectively while keeping customers happy.

Why A2P messaging is better than traditional communication channels

Old-school communication channels have their place, but A2P messaging has some clear advantages over traditional channels like email and phone:

✓ Higher Open Rates

Text messages have a higher open rate compared to emails. It's estimated that over 90% of text messages are read within the first three minutes, which is much faster than emails.

✓ Better Engagement

People tend to respond quicker to text messages compared to emails or phone calls. This can lead to higher engagement rates.

✓ Simple and Accessible

Almost everyone knows how to send and receive a text message, and it doesn't require an internet connection, unlike email. Text messaging is accessible to people who might not have access to a computer or smartphone.

✓ Direct and Immediate

Text messaging is more immediate and direct. It's excellent for time-sensitive messages, such as alerts, reminders, or verification codes.

✓ Less Intrusive

Unlike phone calls, which can be seen as intrusive, text messages allow the recipient to read and respond at their convenience.

✓ Automated and Scalable

A2P messaging allows for automation, which can save businesses time and money. It can easily scale to send thousands or even millions of messages at a time, unlike phone calls which require individual attention for each call.

Real-life A2P messaging success stories

The proof of A2P messaging's power is in the pudding, and that pudding is the impactful, successful campaigns that it's helped create. In this part of the guide, we'll take a look at some examples of businesses that have used A2P messaging to pull customers in, boost sales, and keep customers coming back for more.

Let's take a look:

Example #1



SamCart was able to use A2P messaging to generate an extra \$20,000 in revenue with 2 simple text messages. They used reengagement SMS messages during a launch campaign to activate older leads with a surprisingly high open and click-through rate.

Example #2



Just Mind was able to greatly reduce administrative costs, while offering their customers a more enjoyable scheduling experience. It also greatly shortened their sales cycle and helped them speak to the younger market, who prefers text messaging over phone or email.

Example #3



Electrum was able to reduce no-shows and increase appointment show-ups by sending simple appointment reminder text messages. Being able to send off quick text messages at scale helped them put their customers at ease and close more deals.

How to Get Your Business 10DLC Compliant and Registered

To stay in the carriers' good graces, you need to register both your organization (brand) and the specific use cases (campaigns) you'll be texting about. If you don't, your messages might start getting filtered and not make it to your customers.

As you register your brand, you'll need to specify whether you're a sole proprietor, a private or publicly traded company, or a non-profit, and disclose the industry you operate in. This allows carriers to confirm your identity and make sure you're not a spammer.

T-Mobile and AT&T will up the per-message fees for unregistered A2P 10DLC messaging on March 1st—so you need to get registered before then. We're here to help you do that, so you can sidestep any unnecessary fees. Keep reading to find out how.

Let's pause for a progress check.

Enjoying this blueprint so far? We're thrilled to see you forging ahead in the construction of your SMS messaging campaigns, outreach, and customer support, all while ensuring 10DLC compliance. So let's hammer on and hand you a set of building blocks that outlines the steps you'll need to follow for compliance and registration.

Here's a quick breakdown:

10DLC Compliance and Registration for SMS Business Applications:



10DLC Compliance and Registration for SMS Business Applications:

1. **Survey The Landscape:** Familiarize yourself with the 10DLC compliance regulations and guidelines established by carriers. Do some research and get to know the requirements to make sure you're on the right track.
2. **Grab Your Tool Kit:** Round up the necessary information and documents needed for registration. This includes things like business details, your tax ID number, contact info, and proof your business is legitimate.
3. **Choose Your Architect:** Choose an SMS texting platform (like [Salesmsg](#)) to guide you through the process.
4. **Submit Your Permit:** With the help of your architect, fill out and submit the registration application to the carriers. Make sure to provide accurate information about your business and your planned use cases for SMS marketing.
5. **Wait for Approval:** After you submit your application, sit tight and wait for the carriers to review it and approve your registration. This step can take a while, so be ready to wait.
6. **Implement Compliance Measures:** Once approved, implement the compliance measures outlined by the carriers. Follow guidelines for message content, frequency, and user consent to ensure ongoing compliance.
7. **Refer To The Blueprint:** Keep the lines of communication open with your architect and carriers so you can stay on top of any compliance questions or updates. Keep a close eye on your SMS marketing activities to make sure you stay compliant, and be ready to make adjustments if you need to.

Benefits of 10DLC Compliance in A2P Messaging

Embracing A2P messaging with 10DLC compliance unlocks a host of benefits for your business. In this section, we'll cover the specific advantages that 10DLC compliance brings to your A2P messaging campaigns.

When adhering to the 10DLC rules, you can guarantee message delivery, improve customer interaction, and preserve your brand image.

Improve message deliverability and reliability

One of the biggest benefits of 10DLC compliance is improved message deliverability. By following the 10DLC rules and guidelines you'll improve your chances of your messages being delivered to your customer and clients mobile devices. Plus, it'll help you avoid your messages getting flagged as spam.

This helps ensure that important messages like transaction notifications or time-sensitive alerts, actually reach your customers. Overall, this improves your customer relationships and reduces the risk of lost messages.

Boost your customer engagement and response rates

10DLC compliance isn't just a list of regulations you need to follow, they're a powerful tool for increasing customer engagement. By using A2P compliant messaging, your business can send personalized and meaningful messages to your customers.

In turn, these will catch the attention of your audience, and lead to better interactions and higher response rates. The more you message, the more you'll be able to gain valuable feedback to fine-tune your campaigns over time.

Elevate your brand reputation and customer trust

Adhering to the 10DLC guidelines shows that your business is committed to customer safety and consumer protection. Customers like companies they can trust, and abiding by industry standards is a perfect way to gain this trust. Compliance helps you build long-lasting customer relationships, preserves your brand's reputation, and elevates you above brands that don't play by the rules.

Stay clear of regulatory risks and penalties

Failing to A2P messaging regulations can lead to hefty fines and penalties. You can keep those at bay by following the 10DLC rules, which ensure lawful messaging practices. For example, it could cost you \$0.004 per SMS on unregistered accounts, or worse, a \$10,000 fine on complaints about an unverified sender. Why take the risk when compliance can help you focus on what's really important - your business?

By deploying 10DLC compliance measures, businesses reduce the risk of contravening regulatory requirements, ensuring lawful and ethical messaging practices. Compliance minimizes the potential negative repercussions of non-compliance, protecting businesses against legal repercussions and reputational harm.

Keep these important dates in mind and register all of your 10DLC phone numbers to avoid these penalties:

- June 1, 2023:** AT&T and T-Mobile will increase carrier fees for unregistered messages.
- July 5, 2023:** Gradual blocking of messages from unregistered numbers begins.
- After August 31, 2023:** All messages from unregistered 10DLC phone numbers to US numbers will be blocked.

Improved operational efficiency and scalability

Following 10DLC rules and making them part of your business can make your automated texting (A2P messaging) more effective. By sticking to these rules and checking off the right boxes, you gain the trust of mobile carriers. This means your messages are delivered smoothly and you can avoid unnecessary paperwork and delays.

The magic of 10DLC compliance is that it allows for messages to be sent automatically based on specific actions or events. This not only makes your operations more efficient but also allows for growth. With 10DLC rules in your toolbox, you can manage your messaging more effectively, spend less time on manual work, and grow your automated texting operations with ease.

Want to try Salesmsg free for 14 days?

To start your FREE 14-day trial, go to www.salesmessage.com and enter your details or contact our team by calling or texting us at (888) 409-2298.