

How to Send an SMS Campaign

What Is This?

SMS reaches every mobile phone, even ones without internet or WhatsApp. It's a strong backup when your WhatsApp number is restricted, or when some customers never use WhatsApp. Each SMS uses paid credits, so this guide also shows how to check the cost before you send.

Real-Life Example

Siti runs Rasa Sayang restaurant in Shah Alam. Her WhatsApp number was restricted right before her weekend promotion. Many of her older regulars never used WhatsApp anyway. So Siti set up her "Come Back Treat" campaign with SMS as the channel. Her short message used just one SMS credit per customer. The counter under the message box showed this before she saved anything. Her weekend tables filled up, even without WhatsApp.

How to Set It Up

1. Go to **Admin Panel** → **CRM** → **Campaigns**.

 Dashboard

Loyalty Program

 Record Points

 Point History

 Rewards

 Customer Portal Design

 News Feeds

 Referral Configurations

 Tier Configurations

 Feedbacks

Reservation

 Calendars

 Reservations

CRM

 Broadcast Batches

 Campaigns

 Customers

 Scan & Share

General

 Spaces

Settings

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 Configurations



2. Click New Campaign.

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US

🏠 Dashboard

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CRM

➤ Broadcast Batches

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General

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Campaigns > List

Campaigns

New Campaign

Create Templated Campaign

Send Campaigns

All 4Templated 0

🔍 Search

0

Name	Via	Is Active	
[Email] New Shop Opening	Email	Active	View Edit Delete
[SMS] New Shop Opening	Sms	Active	View Edit Delete
[WhatsApp] New Shop Opening	WhatsApp	Active	View Edit Delete
[All] Business Anniversary	EmailSmsWhatsApp	Active	View Edit Delete

Showing 1 to 4 of 4 results

Per page10

3. Pick **SMS** in the **Broadcast channel** box. You can keep other channels selected too.

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Search

EN

U9

Campaigns > Create

Create Campaign

☒ Active

Name*
Come Back Treat

Broadcast channel*
SMS
SMS will applies additional charges

SMS

Notice

Brand Name*
JL99 Group

Message*
JL99 Group

Show Variable

Create Create & create another Cancel

4. Type your shop's name in **Brand Name**. It appears at the start of every SMS.

Pixelink

Search

EN

U9

Campaigns > Create

Create Campaign

☒ Active

Name*
Come Back Treat

Broadcast channel*
SMS
SMS will applies additional charges

SMS

Notice

Brand Name*
Rasa Sayang

Message*
Rasa Sayang

Show Variable

Create Create & create another Cancel

5. Type your offer in **Message**. The line below it shows the character count and the SMS credits used per customer.

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Record Points

Point History

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Tags

Campaigns > Create

Create Campaign

☒ Active

Name* Come Back Treat

Broadcast channel* SMS

SMS will apply additional charges

SMS

Notice

Brand Name* Rasa Sayang

Message* Rasa Sayang Come back this weekend and enjoy 20% off your favourite dishes. Valid Saturday and Sunday only.
108 characters length - will use 1 SMS credits

Show Variable

Create Create & create another Cancel

6. Open **Notice** and read the SMS rules. Messages can't include web links, phone numbers, or requests for personal details.

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Record Points

Point History

Rewards

Customer Portal Design

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Calendars

Reservations

CRM

Broadcast Batches

Campaigns

Customers

Scan & Share

General

Spaces

Settings

Users

Configurations

Tags

☒ Active

Name* Come Back Treat

Broadcast channel* SMS

SMS will apply additional charges

SMS

Notice

Please make sure to check how many SMS credits are being charged per message.
If you write a long message that exceeds the allowed character limit, the message will be split into multiple SMS units and will be charged accordingly.
Also, if your message includes non-English characters, the maximum number of characters allowed per SMS will be lower.
The Malaysian Communications and Multimedia Commission (MCMC) has placed rules on SMS messages sent
You cannot send any messages that include:
Web links or URLs that ask or encourage the user to click
Requests for personal details like names, ID numbers, bank account numbers
Any mobile or landline numbers to call
Also, any political, religious, or gambling content is not allowed.
For all messages sent to Malaysia, mobile operators now need a "RM 0" label at the start of every message.
Also, you must include your brand's name to avoid your messages being blocked or filtered.

Here are some best practices to follow:
Only send messages during the user's daytime hours, unless it's an emergency.
If you have any questions, please contact us at support@pixalink.io

Brand Name* Rasa Sayang

Message* Rasa Sayang Come back this weekend and enjoy 20% off your favourite dishes. Valid Saturday and Sunday only.
108 characters length - will use 1 SMS credits

Show Variable

Create Create & create another Cancel

7. Click **Create** to save your campaign.

Name*
Come Back Treat

Broadcast channel*
SMS

SMS will apply additional charges

SMS

Notice

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Brand Name*
Rasa Sayang

Message*
Rasa Sayang Come back this weekend and enjoy 20% off your favourite dishes. Valid Saturday and Sunday only.

108 characters length - will use 1 SMS credits

Show Variable

Create Create & create another Cancel

8. Click **Send Campaigns** on the Campaigns page to open the Create Broadcasts page. Pick your campaign, turn on **Add All Customers** (or choose tags or specific customers instead), then click **Next** and follow the steps to send. Customers who already received this campaign are skipped automatically, so nobody gets the same SMS twice.

Broadcast Batches > Create

Create Broadcasts

01 Campaigns & Customers 02 Configuration 03 Confirmation

Campaigns

Campaigns*
[SMS] New Shop Opening

Customers

Add All Customers
☒

Customer who already received this campaign will be ignored

Cancel Next

What Your Customers Will See

Customers get a normal text message on their phone. It starts with your brand name, then your offer. SMS is plain text only — no photos, no buttons, no links.

Good to Know

- SMS has extra charges. Every message uses SMS credits, and the counter under the Message box shows how many before you save.
- No double sending. If you send the same campaign again, customers who already received it are skipped, so your regulars are never spammed with repeats. To message the same people again, create a new campaign.
- Long messages are split into more than one SMS, and each part is charged. English messages fit about 160 characters per SMS. Malay words with special letters or Chinese characters lower that limit to about 70.
- Keep your brand name short and clear. Malaysian mobile networks can block messages that don't carry a brand name.
- SMS is an add-on. If SMS isn't turned on for your account yet, contact support.
- Want photos or longer messages? WhatsApp or Email may fit better — see the channels guide below.

Need Help?

Contact our support team — we're happy to help you plan your first SMS campaign.

What's Next?

- [Campaign Messaging Channels Explained](#)
- [How to Send a Broadcast Campaign](#)
- [How to Track Broadcast Delivery and Results](#)