A2P Application Checklist

Before You Begin

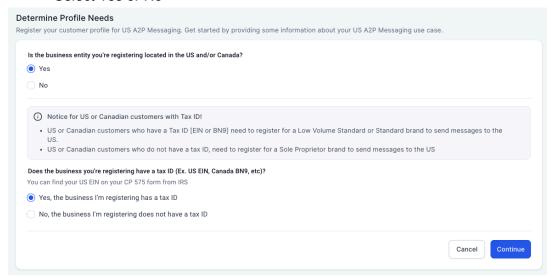
- Important Reminders:
 - Use the Gifted Opt-In Form (use Social Fox Templates request here)
 - Ensure your Privacy Policy is linked to the opt-in page
 - Write down your URL of the Opt-In Page
 - Write down your Legal Business Name as it appears on your IRS Forms
 - Write down your phone number
- Double Check that your Business Profile is completely filled out!

A2P Application Wizard (The answers to the questions)

Does the business you are registering have a US EIN?

NOTE: Sole Proprietorship needs to choose NO for the SECOND question at the bottom.

Select Yes or No

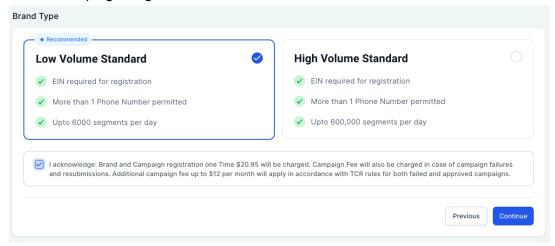


Brand Details

• Low Volume Standard Brand Registration

Campaign Details

• Campaign Registration - One Time



Business Details

- Legal Business Name (Make sure to match your EIN registration)
- Fmail
- Business Website this is the URL you want them to check to make sure is compliant!!!
- Business Type
- Business Registration ID Type
- Business Registration ID Number
- Business Industry
- Business Regions of Operation

Business Address

- Street Address (Make sure to match your EIN registration)
- City
- Postal/Zip Code
- State/Prov/Region

Authorized Representative Details

- First Name
- Last Name
- Email
- Job Position
- Your personal Phone Number (With country code) Sole Prop will receive a text with a code.

Campaign Use Case

"Low Volume Mixed (Recommended)"

(Replace info highlighted in yellow with your company info)

Here are the sample messages used in the video. Feel free to use them for your registration. Just remember to update them with your pertinent information.

SUGGESTION: Use what we've given you below. This has an almost 100% success rate. If you change anything besides what is highlighted in yellow, you run the risk of your application not being approved and having to submit again which is another fee.

Campaign Use Case Description

This campaign is used to send appointment confirmations and links, account information, product information, marketing messages, help requests, webchat widget responses plus optin and optout confirmations.

Sample message 1

Hi Susan, this is John from COMPANY_NAME. Thanks for scheduling a call with us. We are looking forward to it! Reply STOP to unsubscribe.

Sample message 2

Hi Susan, your COMPANY_NAME consultation is coming up on September 1 at 9:00AM. Looking forward to meeting with you soon. Reply STOP to unsubscribe.

Sending messages with embedded links?

Yes

Sending messages with embedded phone numbers?

Yes

How do lead/contacts consent to receive messages?

End users can opt in by visiting https://yourwebsite.com/contact and adding their phone number. They then check a box agreeing to receive text messages from COMPANY_NAME. Additionally, end users can also opt-in by texting START to YOUR LC PHONE/TWILIO SMS NUMBER.

Opt-in Keywords

Start, Subscribe

Opt-in Message

You've opted-in to COMPANY_NAME. You'll receive automated marketing msgs, including cart reminders, at the phone number provided to COMPANY_NAME. No purchase necessary. Reply STOP to opt-out reply HELP for help, or call us at +1-800-000-000. Msg frequency varies. Msg & data rates may apply.

Social Fox Brandon, FL 33511

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