

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

Determine Profile Needs
Register your customer profile for US A2P Messaging. Get started by providing some information about your US A2P Messaging use case.

Is the business entity you're registering located in the US and/or Canada?

Yes
 No

Notice for US or Canadian customers with Tax ID!

- US or Canadian customers who have a Tax ID [EIN or BN9] need to register for a Low Volume Standard or Standard brand to send messages to the US.
- US or Canadian customers who do not have a tax ID, need to register for a Sole Proprietor brand to send messages to the US

Does the business you're registering have a tax ID (Ex. US EIN, Canada BN9, etc)?
You can find your US EIN on your CP 575 form from IRS

Yes, the business I'm registering has a tax ID
 No, the business I'm registering does not have a tax ID

Brand Details

- Low Volume Standard Brand Registration

Campaign Details

- Campaign Registration - One Time

Brand Type

• Recommended

Low Volume Standard

- ✓ EIN required for registration
- ✓ More than 1 Phone Number permitted
- ✓ Upto 6000 segments per day

High Volume Standard

- ✓ EIN required for registration
- ✓ More than 1 Phone Number permitted
- ✓ Upto 600,000 segments per day

I acknowledge: Brand and Campaign registration one Time \$20.95 will be charged. Campaign Fee will also be charged in case of campaign failures and resubmissions. Additional campaign fee up to \$12 per month will apply in accordance with TCR rules for both failed and approved campaigns.

Previous Continue

Business Details

- Legal Business Name (Make sure to match your EIN registration)
- Email
- 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

c Copyright 2019-2024
Social Fox LLC. All Rights Reserved.
May be shared with copyright and credit left intact.

GoSocialFox.com