

# AGTXT HOW TO

## HOW TO SET UP KEYWORDS



### WHAT IS A KEY WORD

A keyword is a unique code that contacts can use to opt into your account automatically by texting it from their phone.

### HOW TO ADD A KEYWORD

#### Step 1:

- From the left navigation panel, click Keywords & Numbers.

#### Step 2:

- Click "New Keyword" if you already have at least one or would like to purchase a custom keyword.

#### Step 3:

- When choosing your keyword, the best practice is to choose a ONE-WORD keyword. If your keyword is a double-word, make sure that your contacts text in the full keyword correctly with no spaces to avoid having them opt into the wrong account in case someone is using a similar keyword.
- Type the keyword you want in the text box, and then click Search Keyword.
- Contacts can text in your keyword using uppercase or lowercase letters. Advertising your keyword in all uppercase letters is recommended so that your contacts know exactly what to text.

#### Step 4:

- If the keyword you want is available, you'll be notified and you can click Activate Keyword to secure it. Depending on your package, you may need to add billing information to pay for the keyword.

#### Step 5:

- Add your keyword contacts to a Group. That way, all leads that text in your keyword will automatically be added to a contact list in your account.
- You can select an existing group or click Create New Group to connect your keyword to.
- After you have selected the appropriate group, scroll down and click Continue.

#### Step 6:

- If you're setting up a new group for your new keyword (recommended), you'll need to set up an auto response for contacts that text in your keyword which must always include opt-out instructions.
- In your generated reply you can add a link, template, image, link or an emoji. Or, keep the auto-reply message simple and just let them know that they have officially subscribed to your text list.
- After you have completed these steps, click Continue to finish.

for more information visit: [www.agtxt.com](http://www.agtxt.com)