

10DLC and The Campaign Registry



Table of Contents

- Introduction 1**
- What is 10DLC? 1**
- Carrier Requirements for SMS Registration 2**
 - Getting the Green Light ----- 2
 - Playing by the rules ----- 2
 - Registering your business ----- 2
- The Campaign Registry (TCR) 3**
- The 10DLC Registration Process 3**
- Best Practices for SMS Campaigns 4**
 - Get Permission Before Hitting Send: ----- 4
 - Make Your Messages Count: ----- 4
 - Follow The Rules: ----- 4
 - Respect Those Who Say “No”: ----- 4
- Case Studies 4**
- Elevate Your SMS Strategy with Level365 UCaaS 4**
- Frequently Asked Questions 5**
 - How does 10DLC differ from shortcodes and toll-free numbers? ----- 5
 - Is the registration process complicated? ----- 5
 - How can a unified communication service provider help me navigate 10DLC and carrier requirements? ----- 5
 - What happens if I don’t comply with carrier requirements for SMS campaigns? ----- 5
 - How can I stay informed about carrier requirements and regulations changes? ----- 5
- The Future of SMS Marketing Campaigns with 10DLC 6**
 - Richer Messaging Experiences ----- 6
 - Enhanced Personalization ----- 6
 - Seamless Integrations ----- 6
- Conclusion 7**

Introduction

Forget phone tags and overflowing inboxes. Customers and prospects today expect instant, personalized connections. That's where SMS messaging steps in, offering a direct line of contact to their pocket. However, with great power comes great responsibility, and it's crucial for businesses to comply with new carrier requirements to ensure the integrity and deliverability of the messages. This ebook simplifies the process of understanding and complying with these new requirements, particularly focusing on the benefits of registering for 10DLC through [The Campaign Registry](#) (TCR) and the urgency of doing so to avoid message blocking or heavy filtering by carriers. Now, let's get started!

What is 10DLC?

10DLC, which stands for **10-Digit Long Code**, is a type of phone number used for SMS marketing campaigns. Unlike shortcodes (5-digit numbers) or toll-free numbers (1-800), 10DLC uses a consistent 10-digit format.

Here's why 10DLC might be a good fit for your campaigns:

1. It's generally cheaper.
2. Getting started with a 10DLC is quicker than shortcodes, which require a complex approval process.
3. Your messages are more likely to reach your customers than shared shortcodes or toll-free numbers.

Registering for 10DLC through TCR ensures the legitimacy of your messaging campaigns, improves message deliverability, boosts consumer trust, and gives you greater control over your messaging reputation.



Carrier Requirements for SMS Registration

Your phone service carrier has rules to keep text messaging seamless for everyone. They are responsible for ensuring customers aren't bombarded with unwanted/spam texts. They have set clear guidelines for businesses that want to use SMS campaigns to achieve this.

Here's what it boils down to:



Getting the Green Light

Before texting a customer, you must ensure they have given permission. This means they've opted in to receive your messages, whether through a signup form, a checkbox at checkout, or another clear method.



Playing by the Rules

Laws, like the Telephone Consumer Protection Act (TCPA), govern who can text and when. Familiarizing yourself with these regulations is key to staying on the right side of the law.



Registering your Business

Just like getting a permit to build something, registering with an approved partner like The Campaign Registry (TCR) shows carriers you're a legitimate business that follows the rules. This helps ensure your messages are delivered and not flagged as spam.

By following these steps, you're essentially showing carriers you're a responsible business that respects customer privacy and follows the rules. This keeps you out of trouble and ensures your text campaign messages reach the people who want to hear from you.

The Campaign Registry (TCR)

Imagine trying to send a package without an address label. Phone carriers need to know where text messages are coming from, and that's where [The Campaign Registry](#) (TCR) steps in. Think of TCR as the verified badge on social media – it is your trusted middleman between your business and phone carriers. Registering your business and SMS campaigns with TCR shows carriers you're a legitimate and trusted company. They simplify the registration process, saving you time and frustration. This significantly increases the chances your messages land in your customers' inboxes, not their spam folders. Plus, TCR acts as a central hub, eliminating the need to deal with multiple carriers individually. You can register and manage all your SMS campaigns across different providers in one place. This translates to better message delivery and more successful SMS marketing strategies.



The 10DLC Registration Process

In order to start sending text campaigns with 10DLC, you'll need to follow these key steps:

1. Choose your trusted registration partner, such as The Campaign Registry (TCR), to help you navigate the steps smoothly.
2. Share information about your business, such as your company name, address, and contact details, as well as information about your campaign, including use cases and message examples.
3. Pay registration fees.
4. Submit your application.
5. Wait 1-2 weeks for your carrier to review and approve the application.
6. DONE!

Best Practices for SMS Campaigns

Text marketing is a powerful tool, but it's important to use it responsibly. Here are some key practices to keep your campaigns successful and compliant with regulations:



Get Permission Before Hitting Send

The start of all your campaigns should be respecting your customers' privacy. Make sure your customers have explicitly agreed to receive messages from you, whether through a signup form at checkout, a checkbox they tick, or by texting a specific keyword you provide.



Make Your Messages Count

These days, people are bombarded with information. To stand out, your SMS messages need to be valuable and relevant. Offer exclusive promotions, send timely reminders, or provide helpful information. Keeping your messages clear, concise, and useful will keep your audience engaged and coming back for more.



Follow The Rules

Always adhere to the guidelines, like the Telephone Consumer Protection Act (TCPA). These regulations exist to protect consumers from unwanted messages. So, take some time to familiarize yourself with TCPA and other relevant regulations.



Respect Those Who Say "No"

You must provide a clear and easy way for people to unsubscribe from your texts. This could be a simple "unsubscribe" link or a keyword they can text back. Most importantly, when someone opts out, be sure to remove them from your list.

Case Studies

Curious how companies are supercharging their SMS marketing? Dive into these two real-world case studies and see the impressive results achieved in terms of engagement, conversion, and customer satisfaction:

1. [Peace Out Skincare Boosts Holiday Sales with Targeted SMS Marketing](#)
2. [Chipotle Cultivates Customer Loyalty Through Engaging SMS Marketing](#)

Elevate Your SMS Strategy with Level365 UCaaS

Looking to enhance your SMS marketing strategy? [Level365](#) UCaaS offers a range of communication solutions tailored to streamline your business operations and foster stronger customer engagement. With [seamless integration](#) capabilities, Level365 UCaaS empowers you to optimize your SMS campaigns, forging deeper connections with your audience. Stay competitive and amplify the effectiveness of your messaging efforts with Level365 UCaaS. [Contact us](#) today to discover more!

Frequently Asked Questions

How does 10DLC differ from shortcodes and toll-free numbers?

Shortcodes (5-digit numbers) can feel impersonal and often come with higher costs. Toll-free numbers (1-800 numbers) aren't designed for texting. In contrast, 10DLCs offer a familiar phone number format with lower costs, faster setup times, and better message delivery.

Is the registration process complicated?

No, registering for 10DLC is a relatively straightforward process. Partnering with a trusted provider like TCR simplifies the steps. You'll need to provide basic business information, explain your campaign goals, and submit a few message samples. TCR handles the communication with carriers, streamlining the approval process.

How can a unified communication service provider help me navigate 10DLC and carrier requirements?

A trusted unified communication service provider, such as [Level365](#), can offer guidance and support throughout the 10DLC registration process, help you maintain compliance with carrier requirements and regulations, and provide tools and resources to optimize your SMS campaigns for success. They can also inform you about industry updates and best practices to ensure your SMS marketing efforts remain effective and compliant.

What happens if I don't comply with carrier requirements for SMS campaigns?

Non-compliance with carrier requirements can result in serious consequences, such as blocked or filtered messages, suspended phone numbers, or even legal action against your business. It's essential to prioritize compliance to ensure the success of your SMS campaigns and protect your business's reputation.

How can I stay informed about carrier requirements and regulations changes?

Regularly check for updates from your registration partner (like TCR), industry associations, and your unified communication service provider to stay informed about carrier requirements and regulation changes. Attending industry events and webinars can also help you stay up-to-date on the latest developments in SMS marketing.

The Future of SMS Marketing Campaigns with 10DLC

The world of SMS marketing is buzzing with innovation, and staying informed is key to keeping your strategy fresh. Let's explore some exciting possibilities on the horizon and how 10DLC can adapt to meet the changing needs of businesses and consumers:



Richer Messaging Experiences

Imagine going beyond plain text! SMS campaigns could evolve to include pictures, short videos, and even interactive elements like polls or buttons. 10DLC, with its focus on legitimacy and trust, can ensure these innovative messages are secure and don't come across as spammy. Carriers might require specific message formats or content verification processes for these new features, and 10DLC registration could be a way to demonstrate compliance.



Enhanced Personalization

Text messages could become even more tailored to individual customers, offering a more engaging experience. 10DLC focuses on permission-based marketing and would be the foundation for secure two-way communication. Imagine receiving personalized meeting reminders with the option to confirm or reschedule via text or receiving exclusive discounts based on your purchase history. 10DLC registration also ensures businesses only text customers who have opted in for such personalized experiences.



Seamless Integrations

SMS campaigns might soon integrate seamlessly with other communication channels like social media or email. 10DLC could act as a central hub for managing customer communication preferences across all of those different channels. Businesses could offer the option to sign up for SMS updates through social media or email forms, with 10DLC ensuring all these preferences are linked to the same customer phone number. This would allow for a more unified customer experience and targeted marketing campaigns.

By registering for 10DLC through a trusted partner like TCR, you're not just complying with current regulations; you're positioning yourself to take advantage of these future advancements. 10DLC is designed to be flexible and adaptable, so you can be confident your messaging strategy will stay ahead of the curve as SMS marketing continues to evolve.

Conclusion

With 10DLC registration through TCR, you can have that confidence every time you hit “send” for your SMS marketing campaigns. No more worrying about texts disappearing into the spam abyss – 10DLC registration increases the chances your messages land where they belong: your customers’ inboxes, not their junk folders. Plus, building trust and loyalty is key! By registering for 10DLC, you show you’re a legitimate business. This builds trust and makes your customers more receptive to your messages. The best part? Getting started is a breeze. TCR simplifies the registration process, saving you time and frustration. They walk you through everything you need to do to get your SMS marketing running smoothly.

By taking these steps, you’re not just complying with regulations; you’re giving your business a powerful tool to connect with your customers in a way that’s convenient and effective. So, ditch the guesswork and embrace the future of text marketing with 10DLC.

Your customers will thank you for it!