



DATA-DRIVEN MULTI-CHANNEL MARKETING SOLUTION

BOOKMARKED MESSAGES



What Are Bookmarked Messages

Bookmarked Messages allow ZinMobi users to simply and conveniently send targeted, personalised offers via SMS or Push Notification. Users can perform analysis and segmentation within their own CRM system to define their target audience; then by exporting this data users

can create an excel file populated with data that is unique to each customer. The excel file is created under a column structure pre agreed with ZinMobi.

[Continue Reading to find out How to Use Bookmarked Messages →](#)

Creating Your File

1. Use your CRM to define the audience you want to target.
2. Export the target audience from your CRM.
3. In excel, make sure your data matches up with the per agreed column upload structure.
4. Name and save your file.

| | A | B | C | D | E | F |
|----|------------------|------------------|--------------------|--------------------------|-------------------------|----------------------|
| 1 | MobileNo. | FirstName | VoucherCode | StoreFriendlyName | VoucherThreshold | VoucherAmount |
| 2 | 35386150xxxx | Peter | 128-416-709 | Raheny | €50 | 15% |
| 3 | 35385553xxxx | Jenny | 129-986-354 | Raheny | €50 | 10% |
| 4 | 35387380xxxx | Kate | 129-986-355 | Killester | €50 | 10% |
| 5 | 35386242xxxx | Michael | 129-986-356 | Sutton | €50 | 10% |
| 6 | 35386757xxxx | Susan | 128-416-710 | Sutton | €50 | 15% |
| 7 | 35386294xxxx | Adam | 129-986-358 | Killester | €50 | 10% |
| 8 | 35385448xxxx | Ali | 129-986-359 | Raheny | €50 | 10% |
| 9 | 35383182xxxx | Catherine | 128-416-711 | Raheny | €50 | 15% |
| 10 | 35386828xxxx | Maria | 128-416-712 | Raheny | €50 | 15% |
| 11 | 35386089xxxx | Callum | 131-048-729 | Killester | €50 | 20% |

Uploading Your File

1. Log into your ZinMobi account.
2. Got to Send A Message > Upload Bookmarked File.
3. Click "Choose File".
4. Select the file you want to use.
5. Selected the country of the mobile numbers in your file. E.g. Ireland.
6. Click "Upload".

Note: You can select "Export File Template" to export a sample excel file which shows the correct column structure required for upload.

The screenshot shows the ZinMobi dashboard interface. At the top, there's a navigation bar with 'DASHBOARD', 'SEND A MESSAGE', and 'MANAGE YOUR CONTACTS'. Below this, there are tabs for 'Send Message', 'Send Bookmarked Message', 'Upload Bookmark File', 'Upload Message File', 'Message History', and 'Manage Auto Texts'. The 'Upload Bookmark File' tab is active. A 'PAGE INFO' box contains the text: 'Upload your Bookmark File Here. Please ensure that the file is in the pre-approved format. You will be sent a confirmation email once the upload has finished.' Below this, there's a '(No File Selected)' field with a 'Choose File' button. A file selection dialog is open, showing the desktop contents. A file named 'bkfile' is selected. The dialog also shows other files like 'Dropbox' and 'businessbattlecard'. The 'File name' field at the bottom of the dialog contains 'bkfile'.

Crafting Your Message

1. Log into ZinMobi.
2. Navigate to Send A Message > Send Bookmarked File.
3. Write your message, clicking on bookmarks that you want to add at selected points in the message.
4. Proof read your message.
5. Select the required file from the dropdown. Note that it can take a few minutes for your file to process and appear after upload.
6. Select send date and time.
7. Click "Send".

The screenshot displays the ZinMobi mobile marketing dashboard. At the top, the ZinMobi logo and navigation tabs are visible. The main content area is divided into three steps:

- Step 1: Write Message**
 - A text editor contains a message template: "Hi {bkFirstName}, get {bkVoucherAmount} off your next spend of over {bkVoucherThreshold} at SV {bkStoreName}. Quote voucher code {bkVoucherCode} at the checkout. Unsub txt REMOVE to 50015." Below the editor, it shows "Characters Remaining: 344" and "Per Message Credit: 1". A note states: "NOTE: By law you must finish your message with unsubscribe info. For ROI numbers use 'Unsub txt REMOVE to 50015'." A list of "Available Bookmarks" includes fields for First Name, Voucher Code, Store Friendly Name, Voucher Threshold, and Voucher Amount.
 - A preview of the message on a smartphone screen shows the rendered text with the placeholders filled in.
- Step 2: Select a Bookmark File**
 - A dropdown menu shows "bkFile.xlsx" selected.
 - An "Estimate of Selected Audience" box displays "1,842" with a refresh icon.
- Step 3: Schedule Message and Send**
 - Options for "Schedule for later" (selected) and "Schedule for now" are shown.
 - The "Schedule for later" option is set to "19/11/2015 16:00".
 - "Send" and "Clear" buttons are visible.