



HOW TO SET UP MESSAGE TEMPLATES IN BILLING REGISTER?

BILLING REGISTER

Financial Year 2022-2023

01-04-2022 To 31-03-2023

Change Financial
Year

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Sales

Customers

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Statutory Master Data

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Click on the
Marketing
menu button

Holidays :

Holiday Name

Date

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Check Invalid Records

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BILLING REGISTER

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Holidays :

Holiday Name

Date

Refresh

Check Invalid Records

Events/Reminders

Click on the
Message
Templates
button

MESSAGE TEMPLATES

Form	Template Name	Type
Generic	Generic Offer	SMS
Sales - Create Invoices	Sales - Send Consolidated PDF	
Sales - Create Invoices	Sales - Send Purchase PDF	SMS
Sales - Create Invoices	Sales - Send Consolidated PDF	
Sales - Create Invoices	Sales - Send Invoice PDF To Customer	SMS
Customer	Special Offer	SMS
Customer	Wednesday	SMS
Generic	Friday	SMS
Generic	WEEKEND	SMS
Sales	Delivery ready	SMS
Sales	Order Dispatched	SMS
Sales	Table Exit	SMS
Sales	UengageOrderDispatched	SMS Gate

Click here
to Unlock
the form

Template Type: SMS Default Active

Template Name: Generic Offer

Form Name: Generic

Description:

SMS Tags:

Insert into ->

SMS Text

Insert Tag

SMS Text:

View In Editor

Read From Editor

Anti-Spam Guidelines

Delete SMS Text

Congratulation!
Get 20% discount on your next order.
Thanks

Message Length : 62 Characters

Record: 1 of 13 No Filter Search

Search

All

Start Text

End Text

MESSAGE TEMPLATES

Form	Template Name	Type
Generic	Generic Offer	SMS
Purchases - C	Purchases - Send Consolidated PDF	
Purchases - C	Purchases - Send Purchase PDF	SMS
Sales - Create	Sales - Send Consolidated PDF	
Sales - Create	Sales- Send Invoice PDF To Customer	SMS
Customer	Special Offer	SMS
Customer	Wednesday	SMS
Generic	Friday	SMS
Generic	WEEKEND	SMS
Sales	Delivery ready	SMS
Sales	Order Dispatched	SMS
Sales	Table Exit	SMS
Sales	UengageOrderDispatched	SMS Gate

Active templates
are in
Normal font

Template Type: SMS Default Active
 Template Name: Generic Offer
 Form Name: Generic
 ^ Description:

Insert into -> SMS Text

View In Editor

Read From Editor

Anti-Spam Guidelines

Delete SMS Text

SMS Text:

Congratulation!
Get 20% discount on your next order.
Thanks

Message Length : 62 Characters

Record: 1 of 13 No Filter Search

Search

 All Start Text End Text

MESSAGE TEMPLATES



Form	Template Name	Type
Generic	Generic Offer	SMS
Purchases - C	Purchases - Send Consolidated PDF	
Purchases - C	Purchases - Send Purchase PDF	SMS
Sales - Create	Sales - Send Consolidated PDF	
Sales - Create	Sales- Send Invoice PDF To Customer	SMS
<i>Customer</i>	<i>Special Offer</i>	<i>SMS</i>
<i>Customer</i>	<i>Wednesday</i>	<i>SMS</i>
<i>Generic</i>	<i>Friday</i>	<i>SMS</i>
<i>Generic</i>	<i>WEEKEND</i>	<i>SMS</i>
<i>Sales</i>	<i>Delivery ready</i>	<i>SMS</i>
<i>Sales</i>	<i>Order Dispatched</i>	<i>SMS</i>
<i>Sales</i>	<i>Table Exit</i>	<i>SMS</i>
<i>Sales</i>	<i>UengageOrderDispatched</i>	<i>SMS Gate</i>

Inactive
templates are
in *Italic font*

Template Type: SMS Default Active
 Template Name: Generic Offer
 Form Name: Generic
 ^ Description:
 SMS Tags: Insert into -> SMS Text

SMS Text:

Congratulation!
 Get 20% discount on your next order.
 Thanks

Message Length : 62 Characters

Record: 1 of 13 No Filter Search

Search All Start Text End Text

MESSAGE TEMPLATES

Form	Template Name	Type
Generic	Generic Offer	SMS
Purchases - C	Purchases - Send Consolidated PDF	
Purchases - C	Purchases - Send Purchase PDF	SMS
Sales - Create	Sales - Send Consolidated PDF	
Sales - Create	Sales- Send Invoice PDF To Customer	SMS
Customer	Special Offer	SMS
Customer	Wednesday	SMS
Generic	Friday	SMS
Generic	WEEKEND	SMS
Sales	Delivery ready	SMS
Sales	Order Dispatched	SMS
Sales	Table Exit	SMS
Sales	UengageOrderDispatched	SMS Gate

Template Type: SMS Default Active
 Template Name: Generic Offer
 Form Name: Generic
 ^ Description:

SMS Tags: Insert into -> SMS Text

SMS Text:
 Congratulation!
 Get 20% discount on your next order.
 Thanks

We can add a new template or edit an existing template as per our requirement.

Let's add a new template and set it up.

Message Length : 62 Characters

MESSAGE TEMPLATES

Form	Template Name	Type
Generic	Generic Offer	SMS
Purchases - C	Purchases - Send Consolidated PDF	
	Purchases - Send Purchase PDF	SMS
	Purchases - Send Consolidated PDF	
	Purchases - Send Invoice PDF To Customer	SMS
	Offer	SMS
	Monday	SMS
Generic	Friday	SMS
Generic	WEEKEND	SMS
Sales	Delivery ready	SMS
Sales	Order Dispatched	SMS
Sales	Table Exit	SMS
Sales	UengageOrderDispatched	SMS Gate

Click here
to Add
a new
template

Template Type: SMS Default Active
 Template Name: Generic Offer
 Form Name: Generic
 ^ Description:

SMS Tags: Insert into -> SMS Text

SMS Text:
 Congratulation!
 Get 20% discount on your next order.
 Thanks

Message Length : 62 Characters

Record: 1 of 13 No Filter Search

Search All Start Text End Text

MESSAGE TEMPLATES

Form	Template Name	Type
Generic	Generic Offer	SMS
Purchases - C	Purchases - Send Consolidated PDF	
Purchases - C	Purchases - Send Purchase PDF	SMS
Sales - Create	Sales - Send Consolidated PDF	
Sales - Create	Sales- Send Invoice PDF To Customer	SMS
Customer	Special Offer	SMS
Customer	Wednesday	SMS
Generic	Friday	SMS
Generic	WEEKEND	SMS
Sales	Delivery ready	SMS
Sales	Order Dispatched	SMS
Sales	Table Exit	SMS
Sales	UengageOrderDispatched	SMS Gate

Template Type: SMS Default Active

Template Name: Generic Offer

Form Name: Generic

^ Description:

SMS Tags:

SMS Text: SMS Text

SMS Text:
 Congratulation!
 Get 20% discount on y
 Thanks

Message Length : 62 Characters

Add Message Template

ADD MESSAGE TEMPLATE

Template Type: SMS

Template Name:

Form Name: Generic

Select the
 Template Type
 from this
 drop-down list

Record: 1 of 13 No Filter Search

Search All Start Text End Text

MESSAGE TEMPLATES

Form	Template Name	Type
Generic	Generic Offer	SMS
Purchases - C	Purchases - Send Consolidated PDF	
Purchases - C	Purchases - Send Purchase PDF	SMS
Sales - Create	Sales - Send Consolidated PDF	
Sales - Create	Sales- Send Invoice PDF To Customer	SMS
Customer	Special Offer	SMS
Customer	Wednesday	SMS
Generic	Friday	SMS
Generic	WEEKEND	SMS
Sales	Delivery ready	SMS
Sales	Order Dispatched	SMS
Sales	Table Exit	SMS
Sales	UengageOrderDispatched	SMS Gate

Template Type: SMS Default Active

Template Name: Generic Offer

Form Name: Generic

^ Description:

SMS Tags:

SMS Text:

Congratulation!
Get 20% discount on y
Thanks

ADD MESSAGE TEMPLATE

Template Type: SMS

Template Name: Email

Form Name: SMS Gateway Template Parameter

Add Cancel

SMS Text

Insert Tag

Form Editor

Anti-Spam Guidelines

Delete SMS Text

For sending SMS, please refer to the [Help Docs](#) section of our website on **HOW TO SEND SMS TO MY CUSTOMERS USING BILLING REGISTER?**

For sending email, please refer to the [Help Docs](#) section of our website on **HOW TO SEND EMAIL IN BILLING REGISTER?**

This guide only describes the process to set up Message Templates.

Message Length : 62 Characters

Record: 1 of 13 No Filter Search

Search All Start Text End Text

MESSAGE TEMPLATES

Form	Template Name	Type
Generic	Generic Offer	SMS
Purchases - C	Purchases - Send Consolidated PDF	
Purchases - C	Purchases - Send Purchase PDF	SMS
Sales - Create	Sales - Send Consolidated PDF	
Sales - Create	Sales - Send Invoice PDF To Customer	SMS
Customer	Special Offer	SMS
Customer	Wednesday	SMS
Generic	Friday	SMS
Generic	WEEKEND	SMS
Sales	Delivery ready	SMS
Sales	Order Dispatched	SMS
Sales	Table Exit	SMS
Sales	UengageOrderDispatched	SMS Gate

Template Type: SMS Default Active

Template Name: Generic Offer

Form Name: Generic

^ Description:

SMS Tags:

SMS Text:

Congratulation!
Get 20% discount on y
Thanks

Message Length : 62 Characters

Add Message Template

ADD MESSAGE T

Template Type: SMS

Template Name: Festive Discount

Form Name: Generic

- Bulk Marketing Groups
- Business Performance Report
- Channel Sales Partner
- Customer
- Customer Credit Performance
- Generic
- Leads
- Purchases
- Purchases - Create and Send Consolidated PDF
- Purchases - Create and Send Invoice PDF
- Sale Orders
- Sales
- Sales - Create and Send Consolidated PDF
- Sales - Create and Send Invoice PDF

Enter the
Template
Name
here

Select the Form Name
from this drop-down list.
Form Name is the form where this
template would be
available for use.
For this demo, we will select **Generic**
(available at all locations)

Record: 1 of 13 No Filter Search

Search All Start Text End Text

MESSAGE TEMPLATES

Form	Template Name	Type
Generic	Generic Offer	SMS
Purchases - C	Purchases - Send Consolidated PDF	
Purchases - C	Purchases - Send Purchase PDF	SMS
Sales - Create	Sales - Send Consolidated PDF	
Sales - Create	Sales- Send Invoice PDF To Customer	SMS
Customer	Special Offer	SMS
Customer	Wednesday	SMS
Generic	Friday	SMS
Generic	WEEKEND	SMS
Sales	Delivery ready	SMS
Sales	Order Dispatched	SMS
Sales	Table Exit	SMS
Sales	UengageOrderDispatched	SMS Gate

Template Type: SMS Default Active

Template Name: Generic Offer

Form Name: Generic

^ Description:

SMS Tags:

SMS Text:

Congratulation!
Get 20% discount on y
Thanks

ADD MESSAGE TEMPLATE

Template Type: SMS

Template Name: Festive Discount

Form Name: Generic

 SMS Text

Record: 1 of 13 No Filter Search

Search

 All Start Text End Text

Message Length : 62 Characters

MESSAGE TEMPLATES

Form	Template Name	Type
Generic	Generic Offer	SMS
Generic	Festive Discount	SMS
Purchases - C	Purchases - Send Com	
Purchases - C	Purchases - Send Purch	
Sales - Create	Sales - Send Consolida	
Sales - Create	Sales- Send Invoice PD	
Customer	Special Offer	SMS
Customer	Wednesday	SMS
Generic	Friday	SMS
Generic	WEEKEND	SMS
Sales	Delivery ready	SMS
Sales	Order Dispatched	SMS
Sales	Table Exit	SMS
Sales	UengageOrderDispatched	SMS Gate

Template is added successfully

Template Type: SMS Default Active
 Template Name: Festive Discount
 Form Name: Generic
 ^ Description:

SMS Tags: Insert into -> SMS Text

SMS Text:

Message Length : Characters

Record: 2 of 14 No Filter Search

Search All Start Text End Text

MESSAGE TEMPLATES

Form	Template Name	Type
Generic	Generic Offer	SMS
Generic	Festive Discount	SMS
Purchases - C	Purchases - Send Consolidated PDF	
Purchases - C	Purchases - Send Purchase PDF	SMS
Sales - Create	Sales - Send Consolidated PDF	
Sales - Create	Sales- Send Invoice PDF To Customer	SMS
Customer	Special Offer	SMS
Customer	Wednesday	SMS
Generic	Friday	SMS
Generic	WEEKEND	SMS
Sales	Delivery ready	SMS
Sales	Order Dispatched	SMS
Sales	Table Exit	SMS
Sales	UengageOrderDispatched	SMS Gate

Template Type: SMS Default Active

Template Name: Festive Discount

Form Name: Generic

^ Description: 50% discount for all products. During festivals only.

SMS Tags: SMS Text

SMS Text:

Message Length : Characters

Enter the
Description
of this
template

Record: 2 of 14 No Filter Search

Search All Start Text End Text

MESSAGE TEMPLATES

Form	Template Name	Type
Generic	Generic Offer	SMS
Generic	Festive Discount	SMS
Purchases - C	Purchases - Send Consolidated PDF	
Purchases - C	Purchases - Send Purchase PDF	SMS
Sales - Create	Sales - Send Consolidated PDF	
Sales - Create	Sales- Send Invoice PDF To Customer	SMS
Customer	Special Offer	SMS
Customer	Wednesday	SMS
Generic	Friday	SMS
Generic	WEEKEND	SMS
Sales	Delivery ready	SMS
Sales	Order Dispatched	SMS
Sales	Table Exit	SMS
Sales	UengageOrderDispatched	SMS Gate

Template Type: SMS Default Active

Template Name: Festive Discount

Form Name: Generic

^ Description: 50% discount for all products. During festivals only.

SMS Tags: Insert into -> SMS Text

SMS Text:
 Hi!
 This festive season, enjoy special 50% off on all products!
 Use Code 'FEST50' at checkout.

Enter the desired message text here.
 Now, let's add the Organization Name and Website here.
 This brings us to the topic of Tags.
 Tags are used to embed/link some values.
 Let's see an example.

Message Length : Characters

MESSAGE TEMPLATES

Form	Template Name	Type
Generic	Generic Offer	SMS
Generic	Festive Discount	SMS
Purchases - C	Purchases - Send Consolidated PDF	
Purchases - C	Purchases - Send Purchase PDF	SMS
Sales - Create	Sales - Send Consolidated PDF	
Sales - Create	Sales- Send Invoice PDF To Customer	SMS
Customer	Special Offer	SMS
Customer	Wednesday	SMS
Generic	Friday	SMS
Generic	WEEKEND	SMS
Sales	Delivery ready	SMS
Sales	Order Dispatched	SMS
Sales	Table Exit	SMS
Sales	UengageOrderDispatched	SMS Gate

Template Type: SMS Default Active

Template Name: Festive Discount

Form Name: Generic

^ Description: 50% discount for all products. During festivals only.

SMS Tags: SMS Text

TagName	FormName	TagStyle
Employee Designation	Generic	<<EmployeeDesignation>>
Employee Email Address	Generic	<<EmployeeEmailID>>
Employee Name	Generic	<<EmployeeName>>
Organization Address	Generic	<<OrganizationAddress>>
Organization Name	Generic	<<OrganizationName>>
Organization Website	Generic	<<OrganizationWebsite>>
Organization Address with low spam	Generic	<<OrganizationWebsiteWithLowSpam>>
Random Key (5 characters)	Generic	<<RandomKeyForSingleMessage>>

SMS Text:

Hi!
This festive season, enjoy
Use Code 'FEST50' at che

Select one of the available tags from this drop-down list here. Since we need only Organization Name and Website, we will choose only those.

Message Length : 96 Characters

Record: 2 of 14 No Filter Search

Search All Start Text End Text

MESSAGE TEMPLATES

Form	Template Name	Type
Generic	Generic Offer	SMS
Generic	Festive Discount	SMS
Purchases - C	Purchases - Send Consolidated PDF	
Purchases - C	Purchases - Send Purchase PDF	SMS
Sales - Create	Sales - Send Consolidated PDF	
Sales - Create	Sales- Send Invoice PDF To Customer	SMS
Customer	Special Offer	SMS
Customer	Wednesday	SMS
Generic	Friday	SMS
Generic	WEEKEND	SMS
Sales	Delivery ready	SMS
Sales	Order Dispatched	SMS
Sales	Table Exit	SMS
Sales	UengageOrderDispatched	SMS Gate

Template Type: SMS Default Active
 Template Name: Festive Discount
 Form Name: Generic
 ^ Description: 50% discount for all products. During festivals only.

SMS Tags: Organization Name SMS Text

SMS Text:
 Hi!
 This festive season, enjoy special 50% off on all products!
 Use Code 'FEST50' at checkout.

Click on
Insert Tag
button

Message Length : 96 Characters

Record: 2 of 14 No Filter Search

Search All Start Text End Text

MESSAGE TEMPLATES

Form	Template Name	Type
Generic	Generic Offer	SMS
Generic	Festive Discount	SMS
Purchases - C	Purchases - Send Consolidated PDF	
Purchases - C	Purchases - Send Purchase PDF	SMS
Sales - Create	Sales - Send Consolidated PDF	
Sales - Create	Sales- Send Invoice PDF To Customer	SMS
Customer	Special Offer	SMS
Customer	Wednesday	SMS
Generic	Friday	SMS
Generic	WEEKEND	SMS
Sales	Delivery ready	SMS
Sales	Order Dispatched	SMS
Sales	Table Exit	SMS
Sales	UengageOrderDispatched	SMS Gate

Template Type: SMS Default Active

Template Name: Festive Discount

Form Name: Generic

^ Description: 50% discount for all products. During festivals only.

SMS Tags: Insert into -> SMS Text

SMS Text:

Hi!
This festive season, enjoy special 50% off on all products!
Use Code 'FEST50' at checkout. <<OrganizationName>>

Organization Name tag has been inserted into the SMS Text section.

Record: 2 of 14 No Filter Search

Search All Start Text End Text

Message Length : 96 Characters

MESSAGE TEMPLATES

Form	Template Name	Type
Generic	Generic Offer	SMS
Generic	Festive Discount	SMS
Purchases - C	Purchases - Send Consolidated PDF	
Purchases - C	Purchases - Send Purchase PDF	SMS
Sales - Create	Sales - Send Consolidated PDF	
Sales - Create	Sales- Send Invoice PDF To Customer	SMS
Customer	Special Offer	SMS
Customer	Wednesday	SMS
Generic	Friday	SMS
Generic	WEEKEND	SMS
Sales	Delivery ready	SMS
Sales	Order Dispatched	SMS
Sales	Table Exit	SMS
Sales	UengageOrderDispatched	SMS Gate

Template Type: SMS Default Active

Template Name: Festive Discount

Form Name: Generic

^ Description: 50% discount for all products. During festivals only.

SMS Tags:

Insert into ->

SMS Text

Insert Tag

SMS Text:

Hi!
This festive season, enjoy
Use Code 'FEST50' at che

TagName	FormName	TagStyle
Employee Designation	Generic	<<EmployeeDesignation>>
Employee Email Address	Generic	<<EmployeeEmailID>>
Employee Name	Generic	<<EmployeeName>>
Organization Address	Generic	<<OrganizationAddress>>
Organization Name	Generic	<<OrganizationName>>
Organization Website	Generic	<<OrganizationWebsite>>
Organization Address with low spam	Generic	<<OrganizationWebsiteWithLowSpam>>
Random Key (5 characters)	Generic	<<RandomKeyForSingleMessage>>

Delete SMS Text

Message Length : 96 Characters

Record: 2 of 14 No Filter Search

Search All Start Text End Text

MESSAGE TEMPLATES

Form	Template Name	Type
Generic	Generic Offer	SMS
Generic	Festive Discount	SMS
Purchases - C	Purchases - Send Consolidated PDF	
Purchases - C	Purchases - Send Purchase PDF	SMS
Sales - Create	Sales - Send Consolidated PDF	
Sales - Create	Sales- Send Invoice PDF To Customer	SMS
Customer	Special Offer	SMS
Customer	Wednesday	SMS
Generic	Friday	SMS
Generic	WEEKEND	SMS
Sales	Delivery ready	SMS
Sales	Order Dispatched	SMS
Sales	Table Exit	SMS
Sales	UengageOrderDispatched	SMS Gate

Template Type: SMS Default Active

Template Name: Festive Discount

Form Name: Generic

^ Description: 50% discount for all products. During festivals only.

SMS Tags: Insert into -> SMS Text

SMS Text:

Hi!
This festive season, enjoy special 50% off on all products!
Use Code 'FEST50' at checkout. <<OrganizationName>> <<OrganizationWebsite>>

Similarly, also inserted
Organization Website
tag into the
SMS Text section.

Record: 2 of 14 No Filter Search

Search All Start Text End Text

Message Length : 96 Characters

MESSAGE TEMPLATES

Form	Template Name	Type
Generic	Generic Offer	SMS
Generic	Festive Discount	SMS
Purchases - C	Purchases - Send Consolidated PDF	
Purchases - C	Purchases - Send Purchase PDF	SMS
Sales - Create	Sales - Send Consolidated PDF	
Sales - Create	Sales- Send Invoice PDF To Customer	SMS
Customer	Special Offer	SMS
Customer	Wednesday	SMS
Generic	Friday	SMS
Generic	WEEKEND	SMS
Sales	Delivery ready	SMS
Sales	Order Dispatched	SMS
Sales	Table Exit	SMS
Sales	UengageOrderDispatched	SMS Gate

Template Type: SMS Default Active

Template Name: Festive Discount

Form Name: Generic

^ Description: 50% discount for all products. During festivals only.

SMS Tags:

Insert into ->

SMS Text

Insert Tag

SMS Text:

View In Editor

Read From Editor

Anti-Spam Guidelines

Delete SMS Text

Hi!

This festive season, enjoy special 50% off on all products!

Use Code 'FEST50' at checkout. <<OrganizationName>> <<OrganizationWebsite>>

If at any time, you need to delete the complete message text, click here on Delete SMS Text button.

Message Length : 96 Characters

Record: 2 of 14 No Filter Search

Search All Start Text End Text

MESSAGE TEMPLATES

Form	Template Name	Type
Generic	Generic Offer	SMS
Generic	Festive Discount	SMS
Purchases - C	Purchases - Send Consolidated PDF	
Purchases - C	Purchases - Send Purchase PDF	SMS
Sales - Create	Sales - Send Consolidated PDF	
Sales - Create	Sales- Send Invoice PDF To Customer	SMS
Customer	Special Offer	SMS
Customer	Wednesday	SMS
Generic	Friday	SMS
Generic	WEEKEND	SMS
Sales	Delivery ready	SMS
Sales	Order Dispatched	SMS
Sales	Table Exit	SMS
Sales	UengageOrderDispatched	SMS Gate

Template Type: SMS Default Active

Template Name: Festive Discount

Form Name: Generic

^ Description: 50% discount for all products. During festivals only.

SMS Tags:

Insert into ->

SMS Text

Insert Tag

SMS Text:

View In Editor

Read From Editor

Anti-Spam Guidelines

Delete SMS Text

Hi!

This festive season, enjoy special 50% off on all products!

Use Code 'FEST50' at checkout. <<OrganizationName>> <<OrganizationWebsite>>

Message Length : 96 Characters

Click here on Anti-Spam Guidelines button for a few tips on avoiding your emails from getting blocked as 'Spam' by email providers. It is applicable only to email (not SMS).

Anti-Spam Guidelines

Decrease Your Spam Score With the following Strategies

=====

Ever wonder why you get a lot of bounce backs after you send out your company's newsletter? Or sometimes, most of your email subscribers tell you that they never received the last one that you send? More often than not, the issue was your newsletter was blocked by your recipient's anti-spam filters. Anti-spam filters catch every incoming email before it is delivered into the Inbox. These software programs search for words and phrases that are typical of spam and assign each incoming e-mail a "score." If your e-mail has too many of these words and phrases, you receive a high score, and you may be blocked.

Spam is a problem that all email marketers have to contend with. Sending messages that are labeled as spam by an email service provider can hurt your ROI and limit your ability to send out email marketing messages in the future. If your sending address is permanently labeled as "spam" it will be impossible for you to send messages in the future.

Here are some strategies that you can use to decrease your spam score and speed up your message creation process.

1. Email providers like AOL, Gmail, and Yahoo rate you as an email sender based on the reputation of your domain and Internet protocol (IP) address. For high deliverability, build a positive history by sending only solicited, relevant emails. If your mailings are too frequent and are frequently unopened, Internet service providers (ISPs) may block your emails. If you use a professional ESP (such as GetResponse), your risk of being blocked is low. But if you use a dedicated platform, always monitor the reputation of IPs and domains where your email campaigns originate by checking sites such as Senderscore.org.
2. Purchasing lists of "fresh" email addresses can ruin your deliverability. People respond well only to permission-based emails. Email campaigns sent to purchased lists—which tend to be riddled with dead and inactive email addresses—could damage your reputation beyond repair, leading to domain blocking. Purchased lists also contain "spam traps"—addresses created to lure spam and generate grounds for nuisance lawsuits.
3. Spam filters look for the following:
 - Frequency of potential spam words (e.g., "free," "bonus")
 - Reputation of links in your email
 - Image-to-text ratio
 - Size of your email
 - Reputation of image-hosting service
4. Yahoo Mail, in particular, uses a complex algorithm to analyze "from" addresses. During our tests, we've noted different results for the same emails sent using newsletter@yourdomainname.com versus support@your-domain-name.com. Try tweaking the "from" field address and testing the same content to find out whether a tainted "from" field may be causing problems.
5. Want to avoid deliverability issues? Simply ask subscribers (at sign up) to whitelist you in their address books. Being on the "allowed senders" list releases you from the constraints of the spam filter.
6. Many email newsletters are html with lots of images. They look slick and professional as marketing material should. However be aware that html emails are more likely to get blocked. Good email services will create a version of your newsletter in both html and plain text to increase the chance of getting through.
7. ISPs are wary of senders who use tricks to get email delivered and routinely block the following gimmicks:
 - Hashbusting: Randomly adding certain characters in the subject line or content to fool spam filters (e.g, "F.ree. p.r!z.e").
 - Deceptive subject lines: Starting the email message with "Re:" or "Fwd:" to imply a previous communication initiated by the sender.
 - Misleading claims: Using subject lines that state the recipient has won a prize, though the copy lists conditions required to claim it.
 - Image text: Cloaking a text message as an image to fool spam filters.
8. Some emailers put their whole message in a big image; big mistake. Not only the spam filters likely to take an immediate dislike to the email, but also a lot of firewalls are programmed to strip images out so recipients can end up with a blank page.
9. Minimize the use of words like "free," "prize", "Viagra" and "bonus" in your newsletters. Avoid using too many exclamation marks and all-caps words, especially in the subject line. Many specific words and characters can flag a message as spam – especially when they are used in the subject line. For example, using "free" or "act now" in your subject line can get your message flagged. Other words to avoid include:

BILLING REGISTER

Financial Year 2022-2023

01-04-2022 To 31-03-2023

Change Financial
Year

About



Search forms here

Sales

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Administrative Tasks

Statutory Master Data

General Settings

General Master Data

Organization

Click on the
Marketing
menu button

Holidays :

Holiday Name

Date

Refresh

Message Template is now set up.
Now, let's see how to use it.

Check Invalid Records

Events/Reminders

BILLING REGISTER

Financial Year 2022-2023

01-04-2022 To 31-03-2023

Change Financial
Year

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Search forms here

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Purchases

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Statutory Reports

Marketing

Leads

Opportunities

Channel Sales Partners

Bulk Marketing Groups

Send Messages

Sent Messages Log

Wishes Templates

Message Templates

Email Servers

SMS Gateway Providers

Exclude Contacts

Administrative Tasks

Statutory Master Data

Click on the
Send Message
button

Holidays :

Holiday Name

Date

Refresh

Check Invalid Records

Events/Reminders

Message Type: SMS Email

SMS Sending Method: Gateway USB Device

Wait Between Two SMS: 1 To 1 Seconds

Providers: WhatsApp Desktop

Import Contacts from Excel File | Import Contacts from Unformatted Text File | Delete All Contacts

File Format: Excel CSV | Export Contacts

>Use	Phone Number	Sent
* <input checked="" type="checkbox"/>		<input type="checkbox"/>

Record: 1 of 1 Filtered Search

Template Name: Generic Offer

SMS Text:

Congratulation!
Get 20% discount on your next order.
Thanks

Type: Messages Wishes

Selected Gateway | Messages List | View In Editor | Read From Editor | Delete SMS Text

2
Select the Template from this drop-down list

1
Select the Messages option

Message Type: SMS Email

SMS Sending Method: Gateway USB Device

Wait Between Two SMS: 1 To 1 Seconds

Providers: WhatsApp Desktop

Import Contacts from Excel File | Import Contacts from Unformatted Text File | Delete All Contacts

File Format: Excel CSV | Export Contacts

>Use	Phone Number	Sent
* <input checked="" type="checkbox"/>		<input type="checkbox"/>

Record: 1 of 1 | Filtered | Search

Template Name: Generic Offer

Type: Messages Wishes

SMS Text: Festive Discount

Selected Gateway Restricted Symbols List | View In Editor | Read From Editor | Delete SMS Text

Congratulation!
Get 20% discount on your next order.
Thanks

Message Length : 62 Characters

Send only one message per click | Send | Close

Message Type: SMS Email

SMS Sending Method: Gateway USB Device

Wait Between Two SMS: 1 To 1 Seconds

Providers: WhatsApp Desktop

Import Contacts from Excel File | Import Contacts from Unformatted Text File | Delete All Contacts | File Format: Excel CSV | Export Contacts

>Use	Phone Number	Sent
* <input checked="" type="checkbox"/>		<input type="checkbox"/>

Record: 1 of 1 | Filtered | Search

Template Name: Festive Discount | Type: Messages Wishes

SMS Text: Selected Gateway Restricted Symbols List | View In Editor | Read From Editor | Delete SMS Text

Hi!
This festive season, enjoy special 50% off on all products!
Use Code 'FEST50' at checkout. <<OrganizationName>> <<OrganizationWebsite>>

The Message Template is loading perfectly

Message Length : 141 Characters

Send only one message per click | Send | Close