



Important Guidelines to follow

In today's fast-paced digital landscape, maintaining a positive reputation for your phone number and crafting effective messaging strategies are paramount. This document outlines essential guidelines to enhance your company's communication efficiency, preserve the integrity of your phone number, and optimize message delivery.

1. Phone number integrity and visibility

- **Verification:** Regularly verify that your phone number is not marked as spam. Use tools like [RoboKiller Lookup](#) for ongoing monitoring.
- **Business Registration:** Ensure that your business details are accurately updated on the company settings page to maintain transparency and credibility.

2. Call Reception Assurance

- Be proactive in ensuring your system's capability to receive incoming calls. For guidance, refer to the instructional video provided.

3. Risk Awareness

- Understand that despite adherence to guidelines, phone numbers can still be flagged or blocked. Periodic number changes might be a necessary strategy.

4. Message-Crafting Philosophy

- Approach message writing with a personal touch, as if addressing a friend rather than cold traffic. Aim for engaging content that invites a response, avoiding aggressive or generic tones.
- Time your messages considerately, allowing recipients adequate response time.

5. Reputation-Building Techniques

a. **Gradual Number Warm-Up:** Start with simple, concise messages without links or sales language. This approach helps ease your number into the recipient's awareness without triggering opt-outs or carrier violations.

b. **Text Frequency Management:** Monitor the volume and frequency of messages. Adhere to CTIA guidelines, keeping messages under 15–60 per minute and 200 unique recipients per day. Employ multiple numbers and incorporate cool-down periods to minimize risk. See [CTIA Best Practices](#) for more information.

c. **Link Usage Caution:** Use links judiciously, as they can trigger filters. Opt for a messaging service that alerts you to any blocked texts.

d. **Encouraging Replies:** Craft messages that encourage responses, as positive engagement boosts your sending reputation.

6. Carrier compliance and language sensitivity

- Avoid aggressive language, excessive capitalization, and spam-triggering keywords. Be empathetic and write in a manner that resonates positively with your audience.

7. Message Structure and Content

- Keep messages under 160 characters to prevent them from being split and disordered by carriers.
- Focus on concise, personalized content. Steer clear of spammy words that make unrealistic promises, exert undue pressure, or appear suspicious. Avoid legal jargon and financial terms that might trigger spam filters.

Commitment to Quality Communication

By following these guidelines, your company commits to delivering quality, respectful, and efficient communication. It's not just about avoiding spam filters; it's about fostering a trustworthy and engaging dialogue with your audience.

Guide on Avoiding Blocked Words and Phrases in SMS Communications

Introduction: Effective SMS communication requires careful word choice to avoid triggering spam filters. This guide provides a comprehensive list of words and phrases to avoid, ensuring higher delivery rates and better engagement.

General Principles:

1. **Flexibility in Language:** Use varied greetings and phrases. Avoid repetitive language patterns.
2. **Company Identification:** Include a clear identifier, such as an alias company or name.
3. **Message Length and Content:** Keep SMS concise, personalized, and within 160 characters. Avoid excessive links and emojis.

Avoiding spam triggers:

1. **Exaggerated Claims and Promises:** Avoid words that make unrealistic guarantees like "100%," "extra cash," "free info," and "risk-free."
2. **Urgency and Pressure:** Steer clear of phrases that pressure the recipient, such as "apply now," "call today," or "exclusive deal."
3. **Suspicious Phrasing:** Refrain from using phrases that appear spammy or misleading, like "no cost," "credit check," "no fees," and "no interest."

4. **Legal and Financial Terms:** Avoid legal jargon or financial terms that might be flagged, e.g., "loans," "mortgage rates," "offer," "pre-approved," "refinance," and "credit score."

Specific Words and Phrases to Avoid:

- Apologies, Apologize, Apologize
- Blue
- Bother
- Buyer
- Cash
- Consider, Considered
- County
- Did I reach the right person?
- Do I have the right person?
- Do you happen to know
- Do you know anyone?
- Excuse me
- Interested
- Investment
- [\[and others as per the provided list\]](#)

Monitoring and Adaptation:

- Be aware that this list may change over time.
- Carriers continually update their spam detection criteria, so it's important to stay informed and adapt your language accordingly.

Conclusion: By avoiding these specific words and phrases and following the general principles outlined, your SMS campaigns are more likely to succeed in reaching your audience without being flagged as spam. Regular review and adaptation of your messaging strategy are essential in this dynamic communication landscape.