# Hi there,

You mentioned that you're trying to **COORDINATE WITH AN INTERNAL TEAM OR STAFF.** Well, we've got good news: In addition to marketing to an external audience, Group Texting is great for internal management and coordination. We recommend you use one of our free keywords to share with your team to kickstart your SMS communication.

## KEYWORDS

A Keyword is a customized word you'll create in your Group Texting account to begin marketing so that you can grow your list. Keywords tell us which messages should be assigned to certain inboxes or Group Texting accounts. When people text your Keyword to our long code, they can opt-in to your list or a specific thread of messages you might send out. This opens doors to almost every other SMS tool you'll have at your disposal. They're easiest to market in writing, so if you don't have them already, be sure to obtain and use email, web, social media, and/or print to **share** your keywords.

## INBOX & REPORTS

Once users begin signing up for your list using your Keyword, you'll see their text messages appear in your Inbox and you'll begin seeing activity in your Reports. While you can monitor your list growth in real-time by keeping an eye on the number of contacts in your contact lists and each of your Groups, Reports are a great tool to help you monitor how your campaigns are doing.

## GROUPS

Groups make it easy to organize your messaging. You can send specific messages to to specific groups, or even connect those groups to various keywords in your account. It's a simple, but crucial feature to help automate your SMS marketing.

## VOICE BROADCAST

Voice Broadcast nicely compliments SMS communication, and especially convenient for managing an internal team or staff. It's basically like sending a group voice message, which makes it easy to update your team about schedule changes, office closures, you name it. Just record your message over the phone or upload an audio file, then just send it to your list.

## SEND-FROM-PHONE

Send-from-phone is a handy tool that allows you to send messages to your Groups directly from your cell phone. Once this feature is set up in your account, you can communicate with your team, completely on the go.

*group* TEXTING