



**REVOLUTIONISING BUSINESS
COMMUNICATION WITH THE **plugIn**
powered by Connect
MESSAGING PLATFORM**



Businesses across Africa are leveraging the ubiquitous reach, cost-effectiveness, immediacy, personalisation, and measurable results of bulk messaging to enhance operations, marketing, and customer relationships. The Plugin messaging platform by Connect Mobile Communication stands at the forefront, offering a state-of-the-art communications platform designed to transform how businesses engage with their customers.

THE POWER OF BULK MESSAGING

Bulk messaging transcends traditional communication barriers, offering businesses an unparalleled advantage in reaching wide audiences promptly and affordably. With mobile penetration at its peak in Africa, bulk SMS serves as a strategic tool, enabling personalized, direct, and engaging communication that drives customer engagement and business growth.

PLUGIN: THE FUTURE OF BULK MESSAGING FOR BUSINESSES

Introducing Plugin, a state-of-the-art bulk messaging platform that is revolutionizing the way businesses communicate across Africa and beyond. Designed to meet the dynamic needs of modern enterprises, Plugin provides an unparalleled blend of quality, innovation, and excellence. With its intuitive web-based interface, businesses can effortlessly send and receive messages, engage with customers, conduct surveys, and execute comprehensive marketing campaigns across multiple channels.



CORE FEATURES OF THE PLUGIN PLATFORM

INTEGRATION

Plugin stands out for its ability to seamlessly integrate with existing systems. Through a set of powerful API endpoints, businesses can connect their core systems to the Plugin platform, enabling a unified and streamlined communication strategy.

DASHBOARD

With Plugin's intuitive dashboard, businesses gain a comprehensive overview of their messaging activities. This includes detailed analytics on outgoing and incoming messages, offering valuable insights into the effectiveness of their communication strategies.

SMS CAPABILITIES

Sending single or bulk SMS is made effortless with Plugin. In just four simple steps, businesses can launch their campaigns, reaching out to their audience with personalised messages that drive engagement and results.

CONTACT LISTS MANAGEMENT

Effective management of contact lists is crucial for targeted communication. Plugin simplifies this process, allowing businesses to easily create, organise, and manage their SMS databases.

SPECIAL FEATURES & INNOVATIONS

GENIUS SMS

Genius SMS transforms SMS by embedding rich content like images, PDF documents or YouTube videos for interactive experiences, with options for immediate sharing on Facebook or WhatsApp, redirects to web forms or call centres and more. The power behind Genius SMS is its recording and reporting as it tracks customer engagement allowing valuable insights to aid your communications strategy.

MESSAGE SCHEDULING

To aid campaign planning, messages can be sent instantly or scheduled up to seven days ahead. Campaigns can also be submitted for review and left in a paused state to allow team leaders to review campaign content and the selected database before an SMS campaign is submitted.

CUSTOMISED MESSAGES & ALPHA SENDER SELECTION

Plugin allows for a high degree of personalisation in messaging, with custom placeholders for inserting unique data. Additionally, for messages that need to cross borders, selecting a pre-registered alpha sender ID is straightforward, ensuring your brand is recognised wherever your message goes.

AUTO RESPONSE LINKS & SMS PARTS LIMITER

Interaction becomes two-way with auto-generated response links, enabling audience engagement directly from your SMS. To manage costs and ensure efficiency, the SMS Parts Limiter prevents overruns, keeping your campaigns within budget.

BRANDED MESSAGES

For RCS-enabled messaging applications, Plugin supports branded messages, enhancing your brand's visibility.



AUTOMATED SMS TRAFFIC REPORTS

Keeping track of your SMS traffic is effortless with Plugin's automated reports. Customisable to your needs, these reports provide a clear view of your messaging activities, helping you make informed decisions.

THE VISION BEHIND THE PLUGIN PLATFORM

At Connect Mobile Communication, we are not merely participants in the bulk messaging industry; we are pioneers. Our dedication to quality, innovation, excellence, and customer support forms the foundation of our operations. The Plugin platform was born from this ethos, crafted to offer businesses a comprehensive solution for all their communication needs.

UNCOMPROMISING QUALITY

Quality is our mantra. From the robust infrastructure powering Plugin to the seamless experience it offers, every aspect is engineered to meet the highest standards of excellence.

PIONEERING INNOVATION

In the fast-paced world of digital communication, staying ahead means embracing change. Plugin represents this commitment to innovation, offering features that address the evolving needs of businesses and their customers.

COMMITMENT TO EXCELLENCE

Our resolve for excellence is evident in everything we do. The Plugin platform is the embodiment of this principle, offering personalised solutions that cater to the unique needs of each client.

UNPARALLELED CUSTOMER SUPPORT

Our relationship with clients goes beyond transactions. We pride ourselves on offering exceptional support, ensuring that every interaction with Plugin is smooth and productive.

GETTING STARTED WITH THE PLUGIN PLATFORM

Embarking on your bulk communications journey is straightforward. Begin by setting up your account and familiarising yourself with the dashboard. Planning your first campaign involves segmenting your audience, crafting your message, and scheduling the batch. Utilise the advanced features to enhance engagement and monitor the campaign's performance through detailed analytics.

THE FUTURE OF MESSAGING WITH THE PLUGIN PLATFORM

As we look to the future, our commitment to innovation remains unwavering. The landscape of digital communication is continually evolving, and so are we. With plans to introduce even more groundbreaking features, Plugin is set to redefine the standards of customer engagement across Africa.

CONCLUSION

The Plugin Platform by Connect Mobile Communication offers an unparalleled opportunity for businesses across Africa to enhance their communication strategies. With its robust features, ease of use, and commitment to quality, Plugin is more than just a messaging service; it's a comprehensive communication solution designed to meet the diverse needs of modern businesses. Whether you're a business owner, marketing manager, or digital strategist, Plugin empowers you to connect with your audience in meaningful ways, fostering growth and building lasting relationships.

Unlock the potential of your business with the Plugin platform. Join us in revolutionising communication and setting new benchmarks for success in the digital age.