Mobiketa®

Smart Bulk SMS & Voice SMS Marketing Script with 2-Way Messaging

Quick-Start Manual

Overview

Mobiketa Is a full-featured Bulk SMS and Voice SMS marketing script that gives you control over your mobile campaigns and enhance your mobile marketing business.

Mobiketa has rich features like Voice SMS support, 2-way SMS support, Dynamic SMS Routing, Message Scheduler, Campaign Management, Marketing Lists with Opt-in, Opt-out and Help Keywords, Subscriber Management, Campaign Reports and Analytics, Auto-Responders, Client Manager, HTTP API, Responsive interface and much more.

Mobiketa can easily integrate with most SMS, Voice and 2-way messaging gateway API with a few clicks, minimizing the need for customized integration.

Mobiketa is fully Stand-alone and requires no Third-Party application to run; a must-have for every mobile marketing business and service providers.

Version 3.0 – What's New!

Client Sign-up Page: Your clients can now sign-up for your Mobile marketing services simply by filling up the registration form from the login page. Great way to attract more customers.

Phone Number Verification: Mobiketa now verifies your new clients' mobile number open registration with an activation token. Great tool for keeping spammers away.

More Features

Responsive Interface & Themes: Responsive design, making it assessable across all device platforms and screen sized. Switch between various layout styles and color themes with a single click

HTTP API Support: Can integrate with any SMS or Voice gateway provider that supports API connection through HTTP or HTTPS

Easy Gateway API Integration: Mobiketa provides you all the necessary fields to setup different kind of HTTP APIs, eliminating the need for customized integration

2-Way Messaging: Mobiketa doesn't just let you send-out messages; it also offers you the platform to receive incoming messages and response. Great feature for SMS marketing.

Incoming SMS Gateway Setup: Easily setup you incoming SMS gateway from within your Mobiketa. It's as simple as filing a couple of text-boxes. No coding required,

Voice SMS Support: Supports Voice SMS campaigns. You can send bulk voice messages using recorded audio or Text-to-speech.

Message Templates: Create unlimited SMS templates and insert them in your campaign with a single click.

Campaign Scheduler: Schedule your campaign to be sent in a future time. You can set a campaign to be automatically repeated over a number of times and specify time intervals between each message (eg. Every 12 hours for 10 times)

Campaign Progress: View progress and completion status as well as success rate of your campaign, along with much other important information regarding each campaign.

Automatic Number Formatting: Mobiketa automatically formats recipients number to international standard (E-164 standard), based on selected destination country.

Dynamic Message Routing: Message routing feature allows you to set different gateways as default for sending messages to different destination countries and operators.

Analytics: Clear graphs, reports and statistics to help you track progress and enhance marketing effort.

More Client Management Tool: Create unlimited clients, add credits to client's account, clients can now login to Mobiketa, buy SMS credits, send and manage campaign, create and manage marketing lists.

Online Payment Option: Clients can now buy SMS credits and pay using any of the integrated online payment gateways; 2Checkout, Stripe, PayPal, GTPay, Interswitch, Quickteller.

Manage SMS Packages: Create various SMS packages and set quantity of SMS credits as well as selling prices for your SMS packages.

Multiple Currency Support: Create and manage unlimited currencies and exchange rates. Set a default currency to be used for transactions on your portal.

Rate Definition: Dynamically define cost of SMS/Voice messages sent to various destinations. You can define both country-wise and operator-wise rates.

Background Campaign Processing: Sends all messages in background. This helps in reducing message processing time and server load.

Blacklist: Make your mobile marketing system more compliant with your local regulation with the phone number blacklisting feature. Recipients can completely opt-out of receiving SMS from your system by sending specified keyword to your inbox number.

Marketing Lists: Keyword-based Marketing list management tools to enable you smoothly run your mobile campaign; send promotional messages and other campaigns. The keyword feature makes it a lot easier for your subscribers to Opt-in or Opt-Out of your marketing list, making your portal more compliant with your local SMS regulations.

List Opt-out/Opt-out Keyword: Subscribers can easily join or opt-out of a campaign or marketing list by sending a pre-defined opt-out keyword in an SMS to your short-code

Help Keywords: Assign help keywords and response to each marketing list. Subscribers can use this keyword to access auto help response for a list.

Auto-Responders: If set for a list, opt-in, opt-out and help SMS responses are automatically sent to the subscriber.

Manually Add/Remove Subscribers: Manually add, edit or remove a subscriber from a list. You can add multiple subscribers from text file.

Manage Clients: Create and manage unlimited clients. Assign campaigns and marketing lists to selected client so they can access them when they login.

Client Portal: Your clients can login to your marketing portal to view and track progress of campaigns assigned to them; view their marketing list and subscription status.

Dynamic SMS Support: Dynamically insert recipients' phone number in your messages, offering a great way to personalize your messages.

API for Integration: Mobiketa provides remote APIs to enable you integrate your SMS marketing application with third-party systems.

Database Backup: Easy to use database backup/restore utility to make sure your data is always safe

Multiple User Support: Create unlimited users and administrators to access and manage your campaigns

Automatic Updates: Don't worry about missing an updates as Mobiketa will always let you know when an update is available for you.

System Requirements

Just before you install Mobiketa on your server, make sure your server met the following requirements.

- Unix or Windows OS (cPanel-based Recommended)
- Apache or IIS (Apache Highly Recommended)
- PHP Version 5.0 or higher
- Curl Support
- PHP Cron Jobs
- JSON Enabled
- PHP Memory Limit: 64 MB
- MySQL Version 4.0 or higher
- MySQL Strict Mode disabled

Pre-Installation Checks:

Before you proceed with installing Mobiketa, ensure that you have a working PHP server with Apache and MySQL, and that your server meets the minimum system requirements, "cURL" & "allow_url_fopen" are enabled and you have a working internet connection (if you choose to install Mobiketa on a local network).

Getting Mobiketa on your Server:

Visit www.ynetinteractive.com/mobiketa to purchase and download the latest version of Mobiketa (if you haven't already done that). The download is a ZIP file containing Mobiketa main files and Quick-Start manual.

Upload and Extract all files within the Mobiketa Zip file to a desired directory on your server

Setting up Fresh Database for your New Mobiketa Installation:

Mobiketa requires a MySQL Database to run. A fresh database is recommended. Use your **phpMyAdmin** tool, cPanel **mySQL Database Wizard** or any other database tool to create a new database and user with full access privileges on the newly created database. Take note of your database name, username and password.

Installing Mobiketa:

Step 1.   Using your web browser, navigate to the Mobiketa directory on your server (**e.g. www.[your-domain]/[path-to-the-mobiketa-folder])**

Step 2.   Read through the Software License Agreement, check the "Accept box" and click on "Proceed" to continue

Step 3.   Enter your database connection details and click "Proceed" to continue. Mobiketa will attempt to connect to your database, setup its database structure and perform all other installation tasks.

Upon successful installation, you will be presented with a screen containing some vital information regarding your new Mobiketa installation, including the link to your Portal and most importantly your auto-generated **Supper Admin User** login detail.

Step 4.   Take note of the information presented to you on step 3 above then click "Finish" to launch Mobiketa.

Validating you License/Purchase Code:

If your copy of Mobiketa requires license key or purchase code, you will be redirected to the product validation page to validate your key before you can start using Mobiketa.

Please ensure that you have your license key and a working internet connection before you proceed.

On the product validation page, enter your product key. If you have purchased your copy of Mobiketa from a Third-party app store, use the "Redeem my License" link to validate your purchase and obtain a license key.

Upon successful license validation, you will be redirected to Mobiketa login page.

Setting-up Clon Job (Required)

Mobiketa requires that Cron Job execute the following command Once every minute; **/[Full_Path_to_mobiketa]\crons.php.**

This is needed for background processing of campaign messages and other automation features of this application to function correctly, including processing of scheduled and queued jobs.

You can set cron job by logging into your hosting cPanel. (Consult your hosting provider for instructions on accessing the cron job feature.)

Accessing Your Mobiketa Panel

The Mobiketa panel provides access to all and features of the application. You can access your new panel by navigation to **[mobiketa_directory]/index.php**

You will need to provide the Admin login details that was given to your during installation to access your panel on your first login. It is recommended that you change your login password to something you can easily remember

System Layout Overview
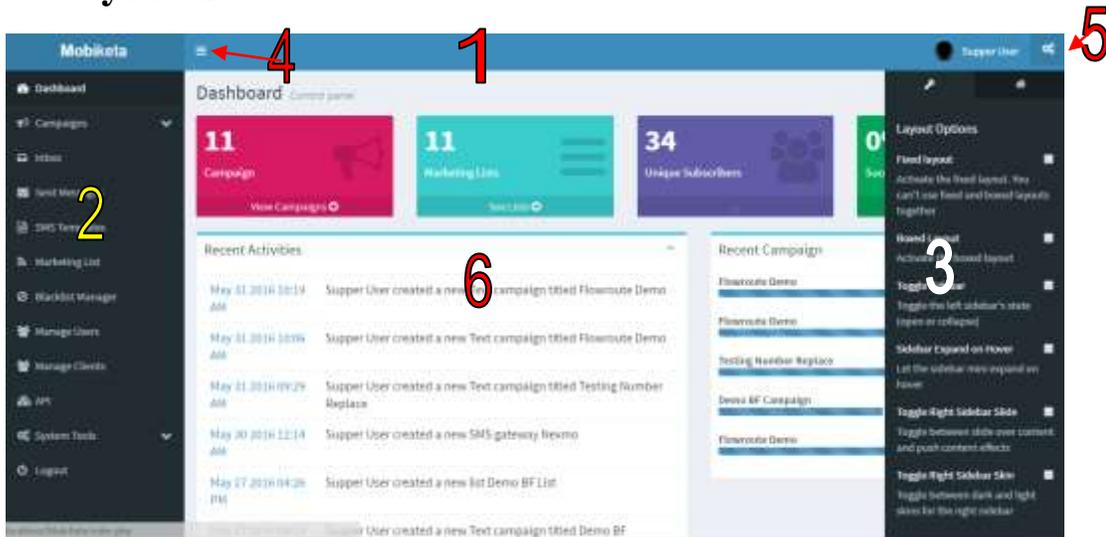
1, Header   2, Main Menu
3, Right Side-bar   4, Show/Hide Menu
5, Right Side-bar control   6, Main Area

General Settings

After installing Mobiketa, your first task should be to customize the appearance and branding of your portal and also setup the system to work for you. This is done from the **General Settings** menu under **System Tools**.

To complete the general settings, go to **System Tools** > **General Settings**

From the General Settings page, you will be able to setup the basic defaults, and change your business information and other details.

Remember to click the **Save Changes** button to apply your new settings.

System Setup Tasks

To get the best out of your Mobiketa, we recommend you follow these steps while setting up the system. This helps to see that you don't miss-out any important system setup task.

1. Read The documentation
2. Setup Cron Job
3. Login to Mobiketa

4. Change your supper admin password
5. Update all required settings from the General Settings page
6. Create your SMS Packages from the Manage SMS Package page
7. Update your currency rates and set your default currency from the Manage Currency page
8. Configure and enable desired payment gateways from the Manage Payment Gateway page
9. Create your SMS gateway from the SMS Gateway Setup page
10. Create your Voice SMS gateway (if required) from the Voice SMS gateway setup page
11. Setup your incoming SMS gateway from the Incoming SMS setting page
12. Go to system information on the General settings page to confirm that your cron job works fine
13. Send a test message to confirm that messages are sent just fine.

Menu Structure / Module Overview

Using Mobiketa is very simple. The system gives you instructions and tips to guide you through using every single function and feature. The main navigation menu contains the following links;

Dashboard: Return to Mobiketa dashboard

Buy Credit: Purchase credit (clients only)

Campaigns: Access all campaign related functions

>   **Create New Campaign:** Create a new SMS or Voice campaign. Assign campaign to clients, etc

>   **Manage Campaigns:** View and manage all created campaigns, see campaign summary, campaign job status, progress and sent message logs.

Inbox: See all incoming messages, response, etc from all your short-codes / numbers.

Sent Messages: View and manage all messages sent through your Mobiketa panel, including message status, route, etc.

SMS Templates: Create and manage all your saved Message templates. Saved templates can be quickly inserted in your message with a single click while creating a campaign.

Marketing List: Create and manage your marketing list, add and manage subscribers, assign marketing lists to your clients, etc

Blacklist Manager: View your blacklist, add or remove phone numbers from your blacklist.

Manage Users: Create and manage your Mobiketa panel administrators.

Manage Clients: Create and manage your SMS marketing clients. Your clients can access your panel to view and track their campaigns, marketing list subscription, etc.

Transactions: View and manage transactions and payments

API: View your Mobiketa HTTP API information and integration instructions. Available APIs include API to add subscribers, API to remove subscribers and API to fetch marketing lists.

System Tools: Access to various system setup and maintenance functions.

> **General Settings:** Configure and customize your Mobiketa. Access various useful system status information.

> **SMS Gateway Setup:** Create and manage SMS gateways, set default SMS gateway, etc.

> **Voice SMS gateway Setup:** Create and manage Voice SMS gateways, set default Voice SMS gateway, etc.

> **Message Routing Rules:** Setup and manage dynamic message routing rules. Assign SMS gateways to specific destinations for various message types.

> **Incoming SMS Setup:** Configure your incoming (2-way) SMS gateway parameters.

> **Manage SMS Packages:** Create and manage SMS packages

> **Manage Payment Gateways:** Create custom gateways, manage online payment gateways.

> **Manage Currencies:** Create and manage system currencies and exchange rates

> **Backup Manager:** Perform database backups, manage backups, restore database from backups.

Logout: Close the session and log out of Mobiketa panel.

Action Buttons / Icon Overview

Mobiketa action buttons and links make extensive use of icons to save space and improve user experience. Below are the explanation of various Mobiketa action button.

Action Button	Description
	Edit the selected content or list item
	Delete the selected content or list item
	Search
	Set selected item as default
	Right-Side menu toggle button
	Main Menu toggle button
	Minimize button
	View selected list item
	Re-use or forward selected list item

Getting Help

Need further support with anything about Mobiketa? The following channels have been made available for you.

1. Mobiketa Quick Start available at http://www.ynetinteractive.com/mobiketa/quick_start.pdf.
2. Support Tickets at Ynet Interactive Client Area at (registered clients only) http://www.ynetintective.com/clients/
3. Live Support System available at http://www.ynetinteractive.com/mobiketa/

Troubleshooting

The following troubleshooting tips will guide you in troubleshooting some of the common challenges encountered by Mobiketa users.

Common Problems	Recommended Solution
I cannot remember the Supper Admin password given to me after installing the script.	Simply click the **Forgot Password** link on the admin login page and enter the email address you supplied during installation. You new login password will be sent to your via email.
Whenever I send message from my portal, I receive an error saying that "Message sending failed…" even when the message was successfully submitted to my gateway.	This usually happens when you set a wrong Success Word for your SMS gateway. Make sure you use the exact success code as specified by your gateway in their API documentation. Another way to get your API success word is by querying your API via your browser and taking note of the response returned on your browser. The first word or code in the response for most gateways is the success word you need.
My messages are marked as sent but the recipients are yet to receive the message	Mobiketa does not route SMS. It only forwards the messages to you SMS gateway. In the case where your messages are marked as sent on you r portal but yet unrelieved, we recommend you log on to your SMS gateway and verify the status of the message. If the status on your SMS gateway reads as **Delivered** or **Processed** and is still yet to be received, you might want to contact your providers as they might be having routing issue with the recipient's operator.

My recipients are wrongly formatted or have a wrong country code added to them.	This usually happens when you select a wrong destination country for your message. Mobiketa always uses the selected destination country to format recipient number before pushing the message to your gateway. Always select the correct destination country for you message to avoid wrong formatting of recipients. If you want to send your message to recipients in multiple destination countries, choose the **All Countries** option and make sure you type each recipient with the correct country code (eg. +4471088278)
Sent Messages never get processed on my panel. What could be the issue	This usually happened when cron job is not set or is improperly configured. Campaign messages are processed by Cron Job. You need to set clon job to run (**your_script_directry/crons.php**) once every minute. See the Initial Setup section above for a detailed guide on setting up cron Job for Mobiketa.
I face some challenges but couldn't find a solution on the troubleshooting section. What do I do?	Contact our technical support team via any of the channels listed on the Getting Help section above. We will be happy to assist you in fixing whatever the issue may be.