**5PCrm Keyword Texting**Setting up a keyword and response.

1. In the 5PCrm dashboard, hover over the Marketing tab on the left and click “Triggers.”
2. Click “Add New Trigger”
3. Enter a title for your trigger. We recommend using the keyword as the name of your trigger. Make it unique, not a word you would use in everyday conversation. Ex: Instead of “digital” you could use “digi24”
4. Click “Save”
5. Click the select trigger drop down.
6. Click “Contact Replied”
7. Click “Add Filter”
8. Click the Select an event drop down.
9. Click “Reply Keyword”
10. Enter the keyword in the box provided. Remember to make this unique. Ex: Instead of “team” use “5pcteam” or “team2024”
11. Click “Add Action”
12. Click the Select an action item drop down.
13. Click “Send SMS”
14. Type your SMS/text reply message.
15. Click “Save” (green button at the top)
16. Click the red “Off” button to turn on your new keyword trigger.

**REMEMBER:** To use A2P (application to person) texting from 5PCrm or any A2P platform you MUST have your campaign phone number registered. **CELL PROVIDERS WILL BLOCK ANY TEXTS COMING FROM AN UNREGISTERED NUMBER.** This is due to FCC regulations and not something 5PC has control over. However, we can help get your campaign approved if you have any trouble.