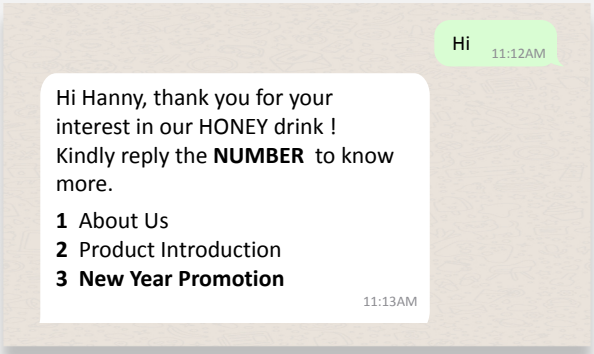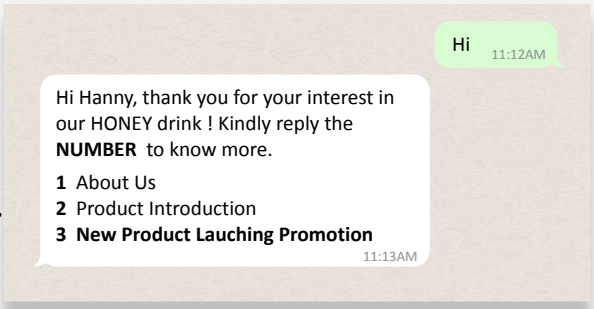# What is Campaign ?

"Campaign" is a conversation flow which pre-set of multi-keywords for specific reply message.

Campaign 1 :
New Year Promotion
It can contain the Keyword for product for new year promotion.

> **Hi** 11:12AM
>
> Hi Hanny, thank you for your interest in our HONEY drink ! Kindly reply the **NUMBER** to know more.
>
> **1** About Us
> **2** Product Introduction
> **3 New Year Promotion**
> 11:13AM

Campaign 2 :
New Product Launching
It can contain the Keywords for new product introduction and promotion.

> **Hi** 11:12AM
>
> Hi Hanny, thank you for your interest in our HONEY drink ! Kindly reply the **NUMBER** to know more.
>
> **1** About Us
> **2** Product Introduction
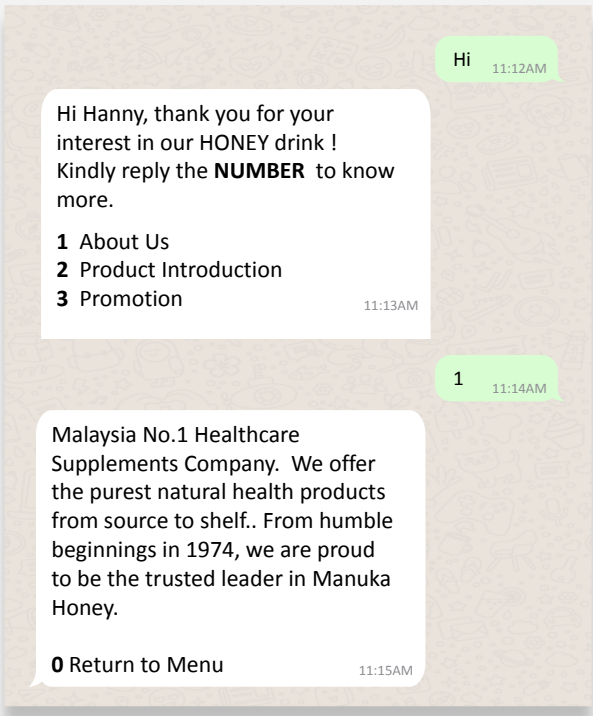> **3 New Product Lauching Promotion**
> 11:13AM

What is Keyword ?

"Keyword" is a word for active/trigger specific pre-set reply message.

Keyword 1 : **User input "Hi"**
"Hi" is a Keyword, once bot received "Hi" it will auto reply specific preset message.

Keyword 2 : **User input "1"**
"1" is a Keyword, once bot received "1" it will auto reply specific preset message.

*Keyword suggested as a number or short text.

> **Hi** 11:12AM
>
> Hi Hanny, thank you for your interest in our HONEY drink ! Kindly reply the **NUMBER** to know more.
>
> **1** About Us
> **2** Product Introduction
> **3** Promotion
> 11:13AM
>
> **1** 11:14AM
>
> Malaysia No.1 Healthcare Supplements Company. We offer the purest natural health products from source to shelf.. From humble beginnings in 1974, we are proud to be the trusted leader in Manuka Honey.
>
> **0** Return to Menu
> 11:15AM

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3 Steps Complete Auto Reply

STEP 1 - Create Campaign

Create Campaign Name for a conversation flow which a set of multi-keywords, for auto reply.

Only one campaign can be enabled at the concurrent time.

STEP 2 - Mobile Campaign Link

Active the campaign link to mobile number execute the campaign auto reply.

STEP 3 - Design Campaign

Create a conversation flow with multi Keyword, for autoreply message. It can included Text Keyword, Poll, Form or Shop function.

🔑 *Keyword*

"Keyword" is a word for active/trigger specific pre-set reply message.

✍ Text Keyword
- Text
- Welcome Message
- API
- Image
- Video
- Document

💬 Interactive Message
- Quick Reply Button
- Call to Action Button
- List Option

☰ *Form*

"Form" is a feature that can collect information by flow, like fill in a form, and can generate information to email.
- Form Title
- Form Field

📊 *Poll*

"Poll" is a feature that can progress a poll and generate the analysis report.
- Poll Title
- Questionnaire

🛒 *Shop*

"Shop" is a feature that can simple order product through WappBS
- Shop
- Products

📢 *Broadcast*

"Broadcast" is a feature can generate send message to specific group contact

📊 *Report*

"Report" generate the list for Incoming Message, Chat History, Poll Analysis, Form, Sales Order, Broasdcast & Upload File