



BROADCASTsms Platform Overview

Capabilities, controls, and considerations for Canadian organizations

BROADCASTsms is a Canadian bulk text messaging platform designed for businesses and organizations that require reliable delivery, regulatory compliance, and full operational control.

Used for promotions, alerts, staff scheduling, reminders and time-sensitive updates, it provides all the tools needed to manage SMS communication at scale — without hidden limitations, per-seat fees, or offshore data risk.

Why Organizations Choose BROADCASTsms

Reduce long-term risk by choosing a platform designed for compliance, scale, and operational certainty.

Built for Canadian Businesses/Organizations

- CASL-compliant messaging with automatic opt-out handling.
- PIPEDA-aligned privacy practices.
- Hosted in Canadian SOC 2–certified data centres.

Built for Operational Reality

- Unlimited contacts, lists, keywords, and staff.
- No per-seat licensing or artificial caps.
- Rollover messaging credits and flexible pricing (including pay-as-you-go).

Built for Deliverability & Trust

- Verified Toll-Free Number registered to your organization.
- Carrier-friendly message scanning to reduce filtering.
- Consistent delivery across Canadian networks.

Why this matters

Many SMS platforms reset messaging credits monthly, add seat fees, or rely on U.S. infrastructure. BROADCASTsms removes these constraints up front.

Campaign Creation & Messaging

Launch, repeat, and manage campaigns without friction.

- Send SMS or MMS instantly, or schedule delivery for a future date
- Save and reuse message templates to ensure consistency and save time
- Personalize messages for more relevant communication
- Switch between SMS and MMS at any time without reconfiguration.
- Run birthday campaigns and recurring promotions automatically.

Why this matters

Teams can execute campaigns quickly without recreating messages or relying on technical staff.

Automation & Follow-Up Campaigns

Reduce manual work while maintaining precise timing.

- Trigger automated campaigns based on dates, intervals, or subscription date.
- Send immediate autoresponders for keyword sign-ups and opt-ins.
- Add expiry dates to subscription incentives to encourage timely action.
- Schedule follow-ups by day of week, day of month, or days after joining.

Why this matters

Automation ensures consistent follow-up and reduces the risk of missed or delayed communications.

Audience & List Management

Scale your contact database without penalties or complexity.

- Unlimited contacts and lists for granular segmentation.
- Upload and download contacts via CSV for full data portability.
- Optional custom data fields for richer personalization.
- Built-in list cleaning to automatically remove undeliverable numbers.

Why this matters

You retain full ownership and control of your data — without size-based pricing or lock-in.

Compliance, Security & Privacy

Designed to meet Canadian regulatory and organizational expectations.

- Automatic CASL-compliant opt-out language on all outbound messages.
- Stop requests processed instantly to reduce compliance risk.
- English or French opt-out language toggles.
- 256-bit data encryption for all client data.
- Two-factor authentication (2FA).
- Role-based access control for staff and agents.
- Full access logs and login history.

Why this matters

Compliance and audit readiness are built into daily operations, not bolted on later.

Team Access & Collaboration

Support shared use without shared credentials.

- Unlimited staff and agents at no additional cost.
- Control access by feature, role, and contact list.
- Optional two-way chat to respond directly to inbound replies.
- Call forwarding to route calls from your toll-free number to your business line.

Why this matters

Teams can collaborate securely without paying per-user fees or compromising account integrity.

Integrations & Extensibility

Fit into your existing systems — not the other way around.

- API access for CRM and custom integrations.
- Zapier integration with thousands of third-party tools.
- Shopify app for e-store integration.
- Built-in opt-in tools including QR codes, web forms, and text-to-join keywords.

Why this matters

BROADCASTsms integrates cleanly into established workflows and future-proofs your messaging stack.

Pricing & Commercial Terms

Transparent, flexible, and predictable.

- Pay-as-you-go option starting at \$9.99/month
- Standard and custom subscription plans available.
- Unused messaging credits roll over month to month.
- 30-day, no-quibble money-back guarantee (on bronze, silver and gold packages).

Why this matters

Pricing scales with usage, not headcount or list size, reducing long-term cost uncertainty.

Built for Canadian Organizations

BROADCASTsms is used by:

- Municipalities and public-sector organizations.
- Social service and employment agencies.
- Non-profits and associations.
- Retail businesses, both large and small.
- Healthcare and regulated service providers.
- Small and mid-sized Canadian service businesses.

Why this matters

BROADCASTsms will work for your business or organization no matter your audience.

Next Steps

Book a demo:

LocalTextMarketers.com/book

Learn more:

LocalTextMarketers.com/BROADCASTsms

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