



Introduction

Text messaging is the most commonly used data application globally. Text messages can provide a hot line to your customers. Media files, including videos and images, can be attached to the body of a text message. Text to win games are fun. Text messages can also be utilized to manage various software applications and web services.

The Telephone Consumer Protection Act (TCPA) - 47 U.S. Code § 227 governs the use of text messages for business. Engage don't blast. A direct conversation with your customers is possible using text messaging. That makes a successful text marketing program a valuable business asset.

Hot Lines: (10 digit number)

Hotlines are a direct text messaging line to your customers with text. People today like to text and always have their phones with them. Many people like to shoot pictures and share them with their friends.

Connection Fee: \$ 250 one time.
Service Charge: \$ 100 monthly.
\$ 1000 for a year.

Special: No Connection Fee for yearly billing.

Could candid pictures of people having fun in your establishment from your customers bring more people in the door? Your customers already are shooting these kind of pictures, invite them to text a copy to you. A hotline will get pictures for you with out a third party network. For example, Facebook, TikTok or Instagram.

Sabrina is the operator that provides access to your messages and pictures via a URL in the cloud. Everything is trackable on Sabrina dot Info. Your web designers can utilize the Sabrina URLs to directly access those resources. We also provide a way to render QR codes on the fly for those resources.

Sabrina.Info

URL: sabrina.info/10digitNumber

/Photos (*.jpeg)
/Reels (*.mp4,*.3gpp)
/Players (*.json)
/Analytics (*.json)
°
/alerts.json

Your web designers can use our Analytics API hook file to trace IP addresses anywhere on your website. Google Analytics does not trace IP addresses.



Want to play a game? **(TextAReel.com)**

Hotlines can collect entries for a drawing and pick a winner at random. For example, they can text 2 win a fifty dollar gift card. This capitalizes on the fact that people are shooting pictures with their phones. Encourage your patrons to capture moments at your establishment. Now you have them providing you with live images in real time. These candid reels that are shot at your establishment by your customers are a valuable asset for, your business. Now you can use them on your website and in your advertising. No blessing from Facebook, Instagram or TikTok is required.

Consider these three points:

- Everyone has a phone
- People appreciate incentives
- People enjoy taking pictures

Pictures can include photographs or videos. When a subscriber sends a message with an attached picture, they consent to your usage of it. Offer your customers incentives to send pictures taken while at your establishment, as many are already doing this but not necessarily sending them to you. Remember you are not Instagram, Facebook or TikTok. Cut them out. Hotlines are a direct line to your customers, messages and pictures go directly to you.

Another simple rule is they don't need to attach a picture to enter the sweepstakes. Text the winners. Make it clear when you promote the sweepstakes that when you attach a picture (a two-step process) then you agree to the following media license. That includes **unlimited rights to utilize the text message data**. Note: This license does not apply unless the message is received with an attachment. (See Appendix A).

Since attaching a picture to a text message involves a two-step process. This process can be used to grant a Media License that permits the broadcasting of pictures on your channel and allows their use in advertising. Candid pictures of people having fun in your establishment from your customers cannot be staged and will bring more people in the door.



Outgoing Texts (disabled by default)

Sending automatic outgoing text messages carries certain risks. Text spamming is prohibited by law. However, text messages can deliver your message instantaneously because people read them. Hotline phone numbers can be configured to send outgoing messages, This feature is disabled by default to ensure TCPA compliance.

Many Point of Sale (POS) systems include an SMS marketing feature that uses a short code number with a keyword. If your POS has an SMS feature, are you using it? We can work with that. Otherwise we will maintain permissions for a TCPA compliant list that you can use in the future.

A legitimate text marketing list is a significant asset for your business. Provide enticing offers exclusively to the list. Inform recipients to show the message and that the offers will expire soon. Flash promotions can be an effective marketing strategy to attract customers during slower nights.

We have seen many SMS programs fail because the business owners don't understand the time factor and the size of list are important for success. Today people have texting plans built in to their monthly telephone service, message rates are unlimited just like long distance calling.



Telephone Communication Protection Act (TCPA)

The Telephone Consumer Protection Act (TCPA) - 47 U.S. Code § 227 - includes restrictions on the use of telephone equipment and applies to text messages.

TCPA require expressed written consent before an individuals telephone number can be included in an automated Fax, Text, or robocall marketing list. It also specifies that sending the keyword STOP or CANCEL will promptly remove that telephone number from the list. TCPA states that It is necessary to indicate how often they get messages and that “carrier data and message rates may apply” when subscribing to a text marketing program. Typically, individuals tend to subscribe to fewer then five of these programs.

Keep in mind that legitimate messages perceived to be spammy will cause people to opt out of your program. Make your text club a VIP club, with exclusive offers for the members of the text club.

Express consent can be obtained in written form, either on paper or electronically. For example, a checkbox on a web form (not enabled by default) or a two-step process using text messages can be utilized. The Telephone Consumer Protection Act (TCPA) law distinguishes between two types of consent:

Prior Express Consent:

This is the guideline for informational calls, such as appointment reminders and fraud alerts. When you provide your phone number to a business, you typically grant them express consent to reach out to you regarding your business relationship. For instance, sharing your number with a pharmacy indicates consent for them to send you a text notifying you that your prescription is ready.

Prior Express *Written* Consent:

This requirement sets a higher standard for all marketing robocalls and robotexts directed to a cell phone. The agreement has to be in writing, which can include an electronic signature or a checkbox on a website. It must be presented as a separate disclosure from other terms and conditions and must clearly state that you consent to receive marketing calls and texts from a specific seller using automated technology. Additionally, it should clarify that agreeing to this is not a prerequisite for purchasing any goods or services.



Data Dictionary

SMS Alerts

Hot Line: (10 digit number)

Time: (Timing is important)

Message Body: (140 -160 characters)

Header: Your Business ID

Text: 10 words or less like a telegram.

URL: A trackable link to more information on your website.

Footer: Reply: Stop 2 Opt-out (Msg/data rates may apply)

Picture Attachments: (Reels or Photos)

Picture: (formats: 3gpp, mp4, jpeg)

Meta Data: (GPS Location)

Conclusion

Encouraging customers to take photos of events at your establishment can be beneficial. They can share these images via text, providing you with real-time content that can also be utilized in advertising and accessed through your website.

Michael Feravolo

Text: 321-704-5395





Appendix A

Sabrina Media License

Use this media license when you promote your Text marketing program:

Permission is granted, free of charge, to the recipient of a text message and its attached media item to handle all data from the text message without restrictions. This includes, but is not limited to, the rights to use, copy, modify, merge, publish, distribute, sublicense, and/or sell copies of the attached media item, and to allow others to whom the media item is provided to do the same, under the following conditions:

This license permits broadcasting, distributing, remixing, adapting, and building upon the material sent via text message in any medium or format. It allows for commercial use and becomes effective when individuals send a text message with a media attachment from their phone. This license does not apply to messages received without a media attachment.

Media items are organized in catalogs based on Telephone Number. The holders of these telephone numbers confirm their ownership of the media items. The telephone numbers of all users will remain confidential. Ownership of the associated media item is retained by the user who owns the telephone number that sent the text message.

Note: The ownership of the attached media item remains with the individual who owns the phone number that sent the text message. A catalog of the media attachments is maintained, organized by the sending telephone number and the time the item was received.



Appendix B

Example Hotline Directory (386-210-3300)

```
root@sabrina:/var/www/13862103300# ls -la
total 124
drwxr-xr-x 7 www-data www-data 4096 Jul  4 13:17 .
drwxr-xr-x 15 www-data www-data 4096 Jul  4 12:56 ..
-rw-r--r-- 1 www-data www-data 2253 Apr 13 20:45 .CA.text
-rw-r--r-- 1 www-data www-data 3526 Apr  6 13:24 .MMS.text
-rw-r--r-- 1 www-data www-data 2806 Apr  6 13:25 .RollAnotherOne.text
drwxr-xr-x 2 www-data www-data 4096 Jun 29 20:45 .json
lrwxrwxrwx 1 root    root      5 Jul  4 13:17 Analytics -> .json
-rw-r--r-- 1 www-data www-data 2253 Apr 13 20:40 CA.php
drwxr-xr-x 2 www-data www-data 4096 Mar 24 18:04 LINES
-rw-r--r-- 1 www-data www-data 3686 Jun 14 22:00 MMS.php
drwxr-xr-x 2 www-data www-data 4096 Apr  1 12:22 NUfrom
drwxr-xr-x 2 www-data www-data 4096 Jun 14 22:02 PHOTOS
lrwxrwxrwx 1 root    root      5 Jul  4 12:57 PLAYERS -> LINES
drwxr-xr-x 2 www-data www-data 4096 Jun 30 22:14 REELS
-rw-r--r-- 1 www-data www-data 1829 Apr 13 20:35 RollAnotherOne.php
-rw-r--r-- 1 www-data www-data 17145 Jun 25 16:07 alerts.json
-rw-r--r-- 1 root    root      733 Apr 16 10:26 all.php
-rw-r--r-- 1 root    root      43 Jun 30 16:00 consent.php
-rw-r--r-- 1 www-data www-data 17145 Jun 25 16:07 reels.json
-rw-r--r-- 1 www-data www-data 4535 Mar 26 09:52 terms.php
```



Appendix C

Analytics API - hook.php

<?php

// This is Channel Analytics: 3-7-2025 - MF

```
date_default_timezone_set('America/New_York');
$eztime = date("Dg:ia"); // Easy to Read Local Time
$U = date("U");          // Get Epoch Date
```

// echo \$eztime;

```
$week = date("YW"); // Weekly Logging
```

```
$ip = $_GET['ip']; // Get ip from Command Line
$ua = $_GET['agent']; // Get User Agent from Command Line
$rf = $_GET['rf'];
$uri = $_GET['sn'];
```

// URI Blacklist (\$fqdn)

```
if (stripos($fqdn, "happynotperfect") !== false) {return;}
if (stripos($fqdn, "159.203.148.10") !== false) {return;}
if (stripos($fqdn, "64.225.13.123") !== false) {return;}
```

```
$url = "https://api.ipstack.com/" . $ip . "?
access_key=e490aaf4feff5cbf0009c254bc81376d";
```

```
$timeout = 10;
$curl = curl_init();
curl_setopt($curl, CURLOPT_URL, $url);
curl_setopt($curl, CURLOPT_RETURNTRANSFER, true);
curl_setopt($curl, CURLOPT_TIMEOUT, $timeout );
curl_setopt($curl, CURLOPT_HEADER, false);
$json = curl_exec($curl);
curl_close($curl);
```

```
$data = json_decode($json, true);
```

```
$flag = $data['location']['country_flag_emoji'];
```

```
$asn = $data['connection']['asn'];
$isip = $data['connection']['isp'];
```



```
$sld = $data['connection']['sld'];  
$tld = $data['connection']['tld'];  
$org = $data['connection']['organization_type'];  
$car = $data['connection']['carrier'];
```

```
$zip = $data['zip'];  
$cc = $data['location']['calling_code'];
```

// Build the json string

```
$newlog = '{"ip":"' . $ip . "","U":"' . $U . "","URI":"' . $uri . "","RF":"' . $rf . "","FL":"' .  
$flag . "","AS":"' . $asn . "","ISP":"' . $isp . "","SL":"' . $sld . "","TL":"' . $tld . "","OT":"' .  
$org . "","CR":"' . $car . "","CC":"' . $cc . "","Zip":"' . $zip . "","UA":"' . $ua . "","Lt":"' .  
$etime . "'}' . "\n";
```

// Write (New Style) Log Record in JSON Format

```
$jsonfile = fopen( './json/CA' . $week . '.json' , 'a');  
fputs($jsonfile,$newlog);  
fclose($jsonfile);
```

```
return;
```

```
?>
```