

## Careerlister Pricing and Signup Instructions

This pricing and signup guide is meant to assist an existing Careerlister account with signing up for Careerlister's SMS service and integrate it with the supported SMS provider. Careerlister's supported SMS service provider is Twilio. Careerlister at this time only integrates with one service provider and may add more in the future. Careerlister will connect to Twilio in a similar way that Careerlister connects to your Email account. In both cases Careerlister doesn't charge for the email or SMS service but does charge to connect to the service provider.

**The cost:** Careerlister SMS service is as follows for each account type.

- Basic - \$25 / month charge to connect to Twilio in addition to the Careerlister Monthly Fee
- Plus - \$25 / month charge to connect to Twilio in addition to the Careerlister Monthly Fee
- PRO - Free / month charge to connect to Twilio in addition to the Careerlister Monthly Fee

Service Type	Careerlister Service / mo	Careerlister Service with SMS / mo
Basic	\$35	\$60
Plus	\$50	\$75
Pro	\$75	\$75

The following are pricing for Careerlister services as of 9/1/2014 and are subject to change without notice. Pro accounts receive a lesser fee increase because of the type of account PRO is. More services at a better value.

Twilio's pricing is and will always be subject to Twilio's terms and agreements. Twilio pricing is available at <https://www.twilio.com/sms/pricing>.

Twilio's Pricing & Fees	Pricing Per Unit
SMS (inbound/outbound)	\$0.0075 / SMS
Call Forwarding to your office landline	\$0.01 / minute
Twilio Number	\$1 / month

As of this document's publishing. Please see Twilio's website for exact details

Ex: For \$20 you can send and receive 2666.667 SMS messages. If only 20 messages send/receive a day then \$20 can last a company over 3 months. This is subject to the amount of use.

To start using SMS with Careerlister follow the **Getting Started** Guide below.

## Getting Started

To get started with using SMS with Careerlister, a new Twilio account would need to be signed up. Follow the directions below to sign up for a new Twilio account.

1. Go to <https://www.twilio.com>
2. Click the Sign up link.



3. Fill in the owner of the account's information.
4. Click Get Started
5. Follow the directions on the next page(s) including choosing the number your company will want to send SMS from. (This is a mobile number only and not a land line.) Calls can be made from this number if you'd like through Twilio's services but not through Careerlister at this time.

Once you have signed up your account will be in a DEMO / Trial mode. Careerlister can not use the account in this status. At this time you will need to fund the account. Upgrade your account from Trial to Paid account. (Directions continued)

## Upgrade and Fund Account

On the main page of your account there is a big blue button that says "Upgrade" or "Upgrade Account". Follow the instructions to add a credit card to the account. Twilio will allow you to choose the amount you would like fund the account with. \$20 is the minimum (as of this document's writing). You can optionally allow Twilio to fund the account every time the balance on the account reaches \$10 by checking/unchecking the box.

Once you have funded your account you will need to obtain several items for Careerlister and set two fields. Create an email to send to us using the following format:

## To Sign up for Careerlister's SMS service

Start an email with the following format.

**TO:** [services@careerlister.com](mailto:services@careerlister.com)

**Subject line:** [NAME OF COMPANY] SMS signup.

### Body of email:

ACCOUNT SID: [ACCOUNT SID]

AUTH TOKEN: [AUTH TOKEN]

Twilio Phone Number : [phonenumber]

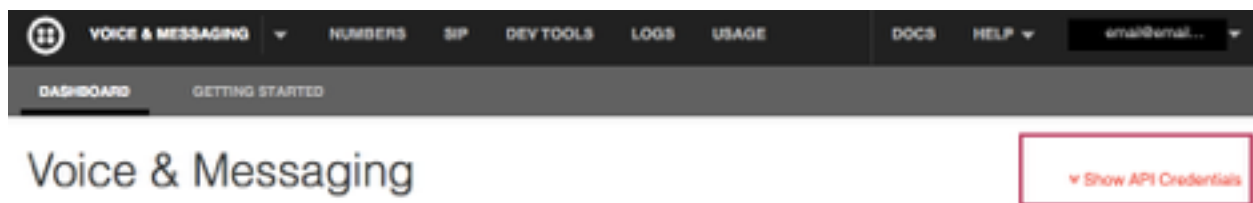
(Start this email now to have something to copy and paste into. Follow the below directions to include the required bracketed items.)

Make sure to replace the [ ] brackets with the correct SID, Auth Token and Phone Number. Follow the directions below to learn how to obtain the above required information.

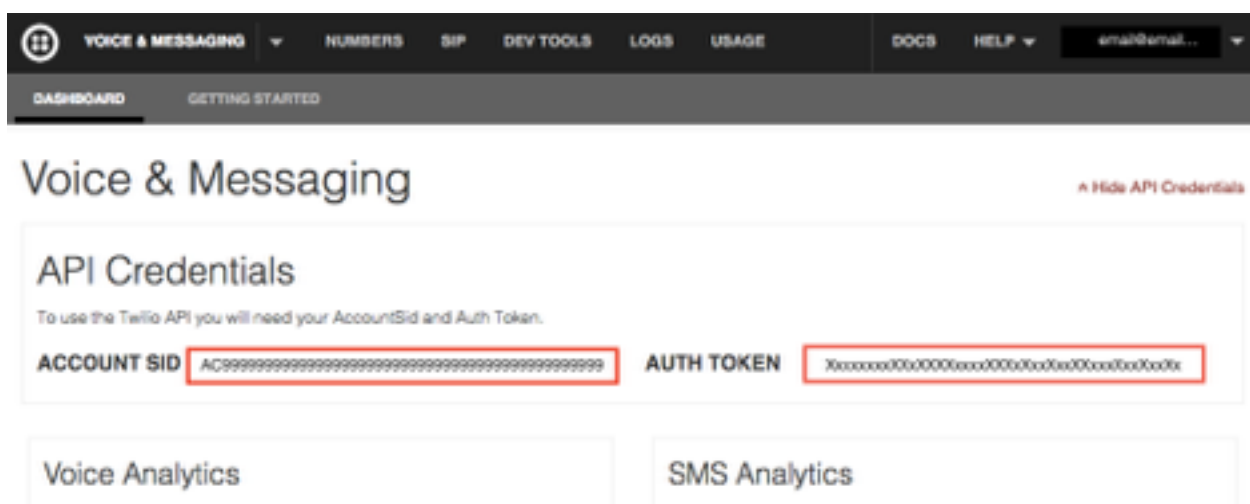
## Obtaining the Access Keys and phone number

Careerlister needs to connect to your account to send and receive data from Twilio. To do so there are three pieces of data (Account SID, Auth Token, & Twilio phone number) that must be sent to Careerlister to sign up for SMS.

- Make sure you are logged into your Twilio Account
- Click Voice & Messaging in the menu
- Click on “Show API Credentials”



- The API Credentials will show
- Copy the Account SID: and paste it into the above email you have started in the correct place
- Click the lock icon next to the Auth Token (the auth token will show) and copy the auth token and paste it into the email in the correct place.



- Click on Numbers in the main menu.
- Click the number you have signed up with and wish to use with Careerlister.
- Look in the “Properties” portion on the page. Copy the number that has the + in front of it. Ex: +4045556789. Paste that number into the email you’ve started in the Phone Number bracket. (Do not reformat the number with dashes or parentheses.) See images below to see where these required

**(404) 555-1234**

▼ Properties Release Number

Friendly Name: (404) 555-1234

SID: XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX

Phone Number: **+14045551234**

Location: Springfield, USA

Capabilities: Voice, SMS, MMS

Find the properties of your phone number to the left. Configure your phone number with your TwiML URL or Application for voice and messaging. Alternatively, you can configure your phone number for voice with a SIP Trunk.

[Learn more about Phone Number Settings](#)

**Before you send the email make sure to do the following:**

Set the Voice Request URL and the Messaging Request URL. (This is important to do now).

**Voice** (forwarding of calls made to the SMS number)

- Copy this URL : <http://twimlets.com/forward?PhoneNumber=>
- Paste it into the Voice : Request URL field replacing the existing value.
- Change the part after the = symbol with the following format: XXX-XXX-XXXX of your office’s main line. Ex: <http://twimlets.com/forward?PhoneNumber=770-555-1234>
- Make sure you check and double check the format as this is crucial to receiving calls from the SMS number to your office’s main line.
- Click Save.

**Messaging** (SMS inbound URL for Careerlister to receive replies to SMS)

- Copy the following : <http://www.careerlisterapp.com:3500/sms/>
- Paste this URL into the Messaging : Request URL field replacing the value of that field.
- Do not change this URL as it is important to stay in it’s current format.
- Click Save.

The following is an example image of what this section should look like. It’s important this section is correct.

Configure with ☒ URL ☐ Application ☐ SIP Trunking

Request URL ⓘ  HTTP POST ▼

Fallback URL ⓘ  HTTP GET ▼

Status Callback URL ⓘ  HTTP POST ▼

Caller Name Lookup ⓘ  ▼

## ▼ Messaging

View Messages Inbound | Outbound

Configure with ☒ URL ☐ Application

Request URL ⓘ  HTTP POST ▼

Fallback URL ⓘ  HTTP GET ▼

Now it's time to Send the Email that was created previously with all the values correctly placed.

Careerlister will activate SMS for your account as soon as possible after receiving all the correct information.

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If you would like Careerlister to access your Twilio account to setup all the correct values please make this request by emailing [services@careerlister.com](mailto:services@careerlister.com), Subject line: SMS signup - I need help! Email Body: Give the email and password to your Twilio account.

We require that the **Getting Started** and **Upgrade and Fund Account** sections of this document be completed first before Careerlister can assist.

Also confirm Careerlister has the permission to access your Twilio account and the cost of the SMS service.

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### After your Careerlister account is Activated for SMS

Once your careerlister account has been activated for SMS the ability to create SMS Templates will be available.

- Go to Admin > SMS Templates.
- Create a new SMS Template by clicking the blue New Template button.
- Create the new template as you would an email template by filling in the text area with your short message. You have the ability to add template code just like email templates.

**SMS facts:**

- SMS are 160 characters in length
- SMS can contain more than 160 characters but will be charged by Twilio per 160 characters.  
Ex: SMS sent contains 200 characters.  $200 / 160$  will result in two SMS messages sent and charged by Twilio. - depending on the carrier of the recipient it may receive two SMS messages or it may put two into one on their phone.
- If a recipient replies STOP to an SMS from your company Twilio will stop sending SMS messages to your recipient any and every time.
- SMS messages can only be sent to a mobile phone service with SMS activated on the recipient's carrier. Twilio will charge to send the SMS messages regardless if it is to a mobile phone or a landline. Only mobile phones can receive SMS messages. Careerlister is not responsible for SMS sent and charged but not delivered.
- Careerlister requires the Mobile Phone field to be filled out on the Applicant Info page to send a SMS. It is recommended that this number is verified with the SMS recipient. Too many bad attempts to send SMS and SPAMing recipients will result in Twilio suspending or canceling your SMS account with them. Careerlister is not responsible for the maintenance of this relationship with Twilio. **Please obtain and read their policies on SMS.**