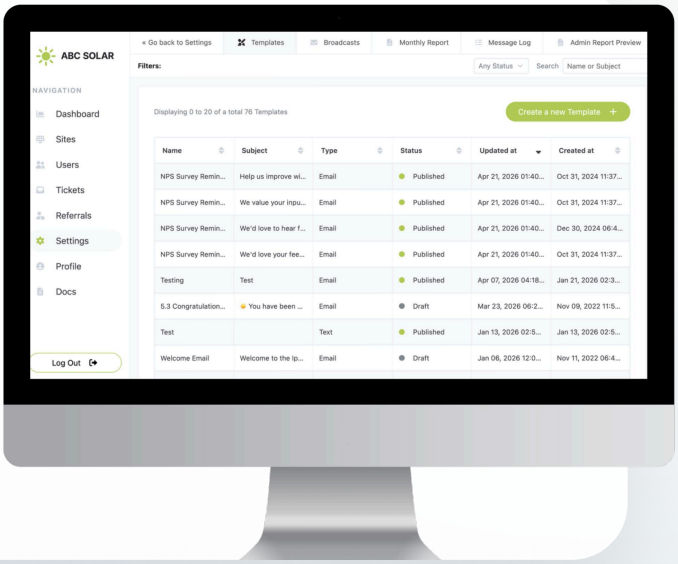
YOUR GUIDE TO SUNVOY MESSAGING

SUNVOY

Templates, Broadcasts & Automations

REUSABLE MESSAGE DRAFTS

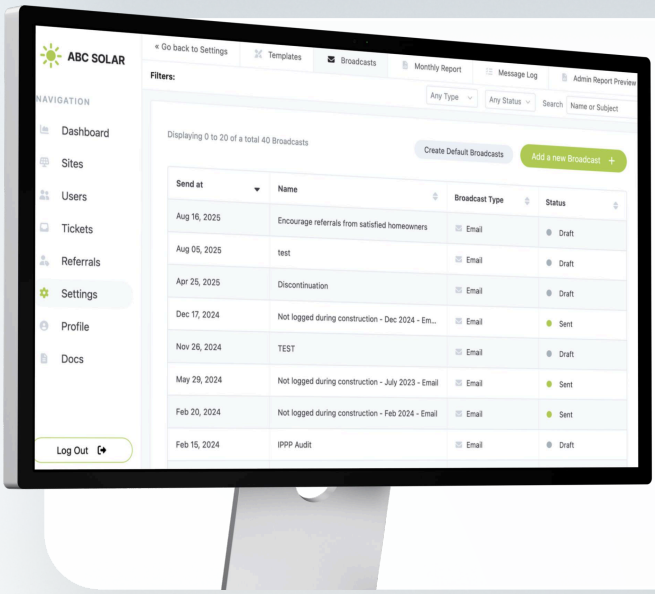
Templates



What it is: Templates are saved drafts for emails, texts, and push notifications.

How it works: These are built specifically to be used inside Automations. They are **never used for Broadcasts,** since Broadcasts have their own built-in drafting tool.

Good to know: Templates are not sent on their own. If a template says "Published," that simply means it's finalized and ready to be used (not that it was sent to customers).



ONE-TIME MASS MESSAGES

Broadcasts

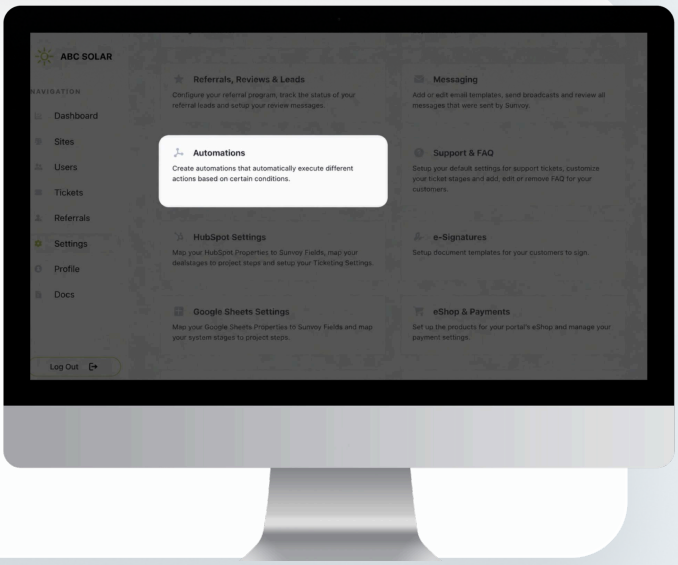
What it is: We call this "Broadcasts" instead of "Newsletters" because it lets you send mass texts and push notifications, not just emails.

Great for: Onboarding legacy customers, promoting referrals, or pushing mobile app updates.

Bonus tip: You can use filters and conditions to target specific groups of people.

MESSAGES THAT SEND AUTOMATICALLY

Automations



What it is: This is where the magic happens! Automations use your pre-made Templates to automatically send texts, emails, or push notifications.

How it works: It's an ongoing sequence triggered by a specific event, like a project status update or a step change.

Where to find: Go to Settings, then look under "Referrals, Reviews & Leads," beside "Support & FAQ."