

Partner Brief: Shortcode Affiliate Program

Welcome to the AgencySnap Affiliate Program for SMS Shortcode leads!

As an affiliate, you'll earn commissions on every text message sent by any lead you refer who signs up for shortcode service.

How do commissions work for SMS sent via shortcode?

You'll earn a generous commission on every SMS message sent through the shortcode. Our goal is to sell each client at a rate above **\$0.005 per message**. As an affiliate, you'll receive **100% of the revenue above that base rate**, no matter how high the client's pricing tier goes.

If a client requires lower pricing—below the \$0.005 threshold—you'll still earn a **default commission of \$0.0005 per message** to ensure you're always compensated.

What do the SMS tiers look like?

Here is our wholesale pricing tier, we will sell your referrals above these amounts.

Total Sent Start	Total Sent End	Cost Per SMS Segment*
0	5,000,000	0.005
5,000,001	10,000,000	0.0045
10,000,001	25,000,000	0.0040
25,000,001	500,000,000	0.0035

*Plus carrier pass thru carrier fees (now a standard practice)

These tiers reset every month on the 1st at midnight.

How much can you make referring a client to our shortcode service?

Let's say you referred client #1 and we negotiated a 0.006 per sms segment.

Example #1 -14,000,000 sends.

Your commission is:

\$5,000 for tier 1 (5,000,000)

\$9,000 for tier 2 (9,000,000)

\$14,000 commission.

Example #2 -9,000,000 sends.

Your commission is:

\$5,000 for tier 1 (5,000,000)

\$4,000 for tier 2 (4,000,000)

\$9,000 commission.

Example #3 -750,000 sends.

Your commission is:

\$750 for tier 1 (750,000)

\$750 commission.

What kind of client needs a shortcode?

Clients who need **SMS shortcodes** are typically businesses or organizations that want to **send or receive high volumes of text messages quickly and reliably**. These clients often need to run **marketing campaigns, notifications, or automated services** that require:

High Throughput + Reliability

Shortcodes can send hundreds of messages per second, unlike long codes or toll-free numbers.

Types of Clients Who Need SMS Shortcodes:

1. Marketing Agencies & Brands

- Run large-scale SMS marketing or promotional campaigns.
- Use keywords (e.g., "Text PIZZA to 12345") for opt-ins and lead generation.

2. Enterprises & Retailers

- Send order updates, confirmations, loyalty rewards, and coupon codes.
- Example: "Your order #123456 is on the way!"

3. Banks & Financial Institutions

- 2FA (two-factor authentication), fraud alerts, and account notifications.
- Prioritize trust, delivery speed, and compliance.

4. Healthcare Providers

- Appointment reminders, prescription notifications, patient outreach.

- Often use dedicated shortcodes for HIPAA-compliant messaging.

5. Utility Companies / Service Providers

- Outage alerts, billing reminders, and customer service automation.

6. Political Campaigns / Nonprofits

- Mass voter outreach, donation drives, and volunteer coordination.

7. Tech Platforms & SaaS Tools

- Offer SMS as a feature to their users (e.g., appointment systems, CRMs, review tools).
- Often resell shortcodes to clients under shared or dedicated setups.

8. Media / Entertainment / Voting Campaigns

- Reality show voting, sweepstakes, event ticketing.

When a Business Should Consider a Shortcode:

- Sending **more than 5,000 messages/day**.
- Running **automated opt-in flows** or **keyword campaigns**.
- Requiring **brand recognition** via an easy-to-remember number.
- Prioritizing **speed, deliverability, and compliance** with CTIA/FCC.

What tools do you provide to help me attract shortcode prospects?

Inside your AgencySnap back office, we've built a system that lets you generate landing pages instantly. You can create multiple campaigns tailored to different audiences or regions you're targeting. As you promote these landing pages, you'll be able to track performance metrics—helping you identify where your efforts are most effective and where to focus moving forward.

How do these prospects submit their information and how do it get credit for the lead?

When prospects visit your landing page, they have two options to request more information:

#1 Call a dedicated phone number with your unique extension (you choose the extension).

#2 Submit an online contact form with their details.

In both cases, the lead is routed directly to our experienced, high-performing sales team—known for securing multi-million dollar accounts. Each lead is tracked, and the sales team updates its status in real time through our system, ensuring you receive proper credit for every referral.

What happens when a client is ready to move forward?

Once a client decides to move forward, we'll collect everything needed to begin. While the process involves a lot of moving parts, with the client's cooperation it can move quickly. After the shortcode is live, we'll provide you with the finalized pricing and coordinate the exchange of information to ensure you're paid monthly and remain compliant with your country's tax or VAT regulations.

How long does a client typically use a shortcode?

It varies, but many businesses—especially those with long-term growth goals—stay with their shortcode for several years, sometimes even a decade or more. Of course, there are times in a company's lifecycle where financial shifts may lead them to pause or end their lease. That said, our white-glove service includes expert consultation and optional software tools designed to maximize ROI, helping clients see real value and stick with it long-term.

Can I eventually quit my job and live off the residual income?

While we never recommend quitting your career prematurely, this can become a full-time opportunity once it consistently covers your living expenses and allows you to save for the future. A strong milestone to aim for is generating \$20,000 to \$30,000 per month. At that level, as long as you reinvest in acquiring new leads, your income can continue to grow and work for you.

What are the rules and regulations for lead submission?

Leads must be submitted ethically. **Do not enter someone else's information** into the form in hopes that our sales team will cold call them. If we receive complaints from individuals who claim they never requested information, your affiliate access may be permanently revoked.

All leads must come from **legitimate marketing efforts**—not scraped data or unsolicited submissions. We take lead quality and compliance seriously to protect our brand, your commissions, and the client experience.

Who is Elite Shortcode Services?

Elite Shortcode Services is the generic, client-facing brand we use to represent our offerings. This approach ensures ethical protection for our affiliates—we don't place our core branding front and center, so clients aren't tempted to bypass you to reach us directly.

If you research the name, you'll notice it's intentionally not tied to our parent company. Our team will communicate as *Elite Shortcode Services*, but once a client is ready to move forward, they'll be introduced to the appropriate division within our organization.

Who is allowed to run with this affiliate program?

You must be an AgencySnap member to take part in this program. We will consider former members only if they hit a membership vesting with us.

Is this for shortcodes worldwide?

We only service shortcodes in the USA at the current time. You can be an affiliate from any country though!

Is this a scam?

No, this is a legitimate business. Our shortcode service is provided by a reputable company that sends approximately 250 million messages per month and generates over \$30,000 in daily revenue. Since we started promoting shortcodes just two months ago, our business has doubled—demonstrating that shortcodes are truly a lucrative opportunity.

Who is this for?

This program is ideal for anyone looking to supplement their income with a side gig that has the potential to become a full-time opportunity. While advertising expertise helps, it's not required—there is strength in numbers.

Consider partnering with friends or colleagues who have different skill sets and pooling your resources to share the workload. By bringing a team together, you maintain a powerful role as the program's founder and connector.

Final words of encouragement:

Starting something new can feel challenging, but remember every great success begins with a single step. Stay consistent, keep learning, and lean on your network for support. With dedication and teamwork, this opportunity can grow beyond what you imagine. We're here to help you every step of the way—your success is our success!