

# Create a tap-to-join campaign

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Tap-to-join is a mobile-only opt-in method that lets customers join without entering their phone number and reduces opt-in steps.


You can include tap-to-join links in email and site campaigns, social media calls to action (CTA), embedded in a QR code, or anywhere else you can share a URL.

You can have multiple tap-to-join campaigns so you can personalize the message for each campaign.

User Role	View	Edit
Client Admin	Yes	Yes
Communicate Campaign Author	Yes	Yes
Viewer	Yes	No

When someone taps on a tap-to-join link, their default messaging app opens a pre-populated message to your brand to initiate SMS opt-in.


Customers who were already opted-in to your SMS/MMS program will not receive an opt-in confirmation response.


 Tap-to-join links only work on mobile devices. If a customer clicks the link on a desktop, they will receive an error.  
Site campaigns can be configured to only appear on mobile devices. If using tap-to-join links in email campaigns, make sure to add language that this should only be tapped if on mobile.

## Before you begin


You must have a [send code](#) set up. The confirmation message uses this number.

## Create a tap-to-join link

1. Go to  **Campaigns Communicate > Settings > SMS/MMS Settings > Tap-to-Join Links**.
2. In the **Create Link** dialog box, enter the preset message that autopopulates in the customer's mobile messaging app.

 A reference ID (for example, `(re:6ksldk9)` ) is automatically appended to each preset message. This ID enables campaign tracking and cannot be edited or removed.

3. Choose the opt-in configuration, either single or double opt-in.

 Bluecore recommends using single opt-in because the customer is intentionally sending a message to your brand.  
Nothing in this article should be construed or interpreted as legal advice from Bluecore.  
As between you and Bluecore, you are solely responsible for obtaining all necessary consents when collecting and processing phone numbers and providing phone numbers to Bluecore to send SMS/MMS messages on your behalf.

4. Click **Create**.

## Add a tap-to-join link to an email campaign

1. Go to ☐ **Campaigns** and [create a new email campaign](#) or select an existing campaign.
2. In **Messages**, click **Edit Template**.
3. Drag the **Button** basic component into your template.
4. Enter your button text and paste the tap-to-join link in the **Link to** field.
5. When finished, click **Save**.

## Add a tap-to-join link to a site lead capture campaign

1. Go to ☐ **Campaigns** and [create a new site lead capture campaign](#) or select an existing one.
  2. Go to **Templating** and choose **Mobile** for your **Device Type**.
  3. Go to **Message** and select a **Mobile template**.
    - a. If you chose **Create template in VTE**: Click **Add Layers** and drag the **CTA button** basic component into the template screen. Enter your button text and paste the tap-to-join link in the **Link to** field.
    - b. If you chose **Create in Code Editor**: Add a button and paste the tap-to-join link as the button URL.
    - c. If you chose **Create from Template**: Choose your template, click **Add Layers** and drag the **CTA button** basic component into the template screen. Enter your button text and paste the tap-to-join link in the **Link to** field.
  4. When finished, click **Save**.
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