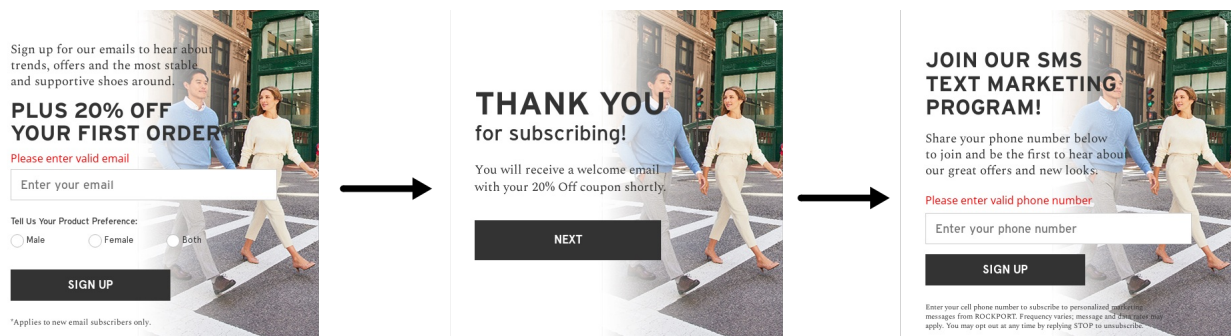


# Create a Tap-to-Join Campaign

08/01/2025 1:15 pm EDT

Capture shopper information more easily with tap-to-join campaigns and minimize the steps needed for a shopper to sign up.

Tap-to-Join is a **mobile-specific tactic** that **bypasses the need for a shopper to input their phone numbers**. Instead, they *tap* on a URL or call-to-action (CTA) that redirects them to the default phone messaging app with a **preconfigured message to initiate SMS subscription**.





## Create a tap-to-join link

The first step is to create a tap-to-join link. This link can be embedded in any mobile email, on-site campaign, social media CTA, or QR code intended for shopper acquisition.

Create a tap-to-join link by following the below steps.



1. Navigate to ☐ **Campaigns > Communicate > Settings**.
2. Select the **SMS Settings subtab**, and then select **Tap-to-Join Links**.
3. Click **Create Link**.
4. Enter a **name** for the link.
5. Enter a **description** for the link. This is internal only and displays on the SMS settings page.
6. Select a **send code** from the drop-down menu. This is the number that displays to shoppers and should be the sending number (either Toll-Free or Short Code number) you use for your promotional messages.
7. Enter a **preset message**. This is the message that a shopper sees on their mobile device when they click the URL or CTA. For example, use this message to confirm a shopper's subscription to receive recurring automated marketing alerts from Bluecore.
  - a. **NOTE:** A reference ID is added to every tap-to-join preset message. This ID enables campaign tracking and cannot be edited.


 **Create Link** 


**NAME**

**DESCRIPTION (OPTIONAL)**

**SEND CODE**  

**PRESET MESSAGE**   

I want to subscribe to recurring automated marketing alerts from Bluecore.  
(re:6ksldk9) 

8. Configure if the message is **single or double opt-in**. Single opt-in is recommended for tap-to-join campaigns, since we assume that a shopper texting in a preset message is deliberately giving a brand consent to be part of their SMS program. However, nothing in this document 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 messages on your behalf.
- Single opt-in:** Single opt-in requires the shopper to only subscribe once to begin receiving marketing messages. This is done with the initial preset message.

OPT-IN CONFIGURATION

Single Opt-In

Double Opt-In

CONFIRMATION MESSAGE

[Insert brand name]: Welcome!  
You're now subscribed. Msg &  
Data rates may apply. Reply  
HELP for help. STOP to opt out.

Cancel

Create

b. **Double opt-in:** A double opt-in message requires additional confirmation of interest from the shopper when opting-in.

9. If double opt-in is selected, configure the **subscription message**. This is the message that's sent after the preset message where a shopper confirms by responding with "Y," "Yes," or similar confirmation language.
10. Next, enter the **confirmation message** (for both single and double opt-in). This message the last message in the series that is sent to confirm that shoppers are signed up to receive automated recurring messages. For example, "Welcome! You're now subscribed. Message & Data rates may apply. Reply HELP for help, Stop to opt out."

OPT-IN CONFIGURATION

Single Opt-In

Double Opt-In

SUBSCRIPTION MESSAGE

CONFIRMATION MESSAGE

[Insert brand name]: Reply Y to  
confirm subscription to receive  
personalized marketing msgs  
from [Insert brand name].  
Frequency varies. Msg & Data  
rates may apply.

[Insert brand name]: Welcome!  
You're now subscribed. Msg &  
Data rates may apply. Reply  
HELP for help. STOP to opt out.

11. Click **Create**.

The tap-to-join link has been created! Hover over the new link and on the right, click the **copy icon** to copy the campaign link to be used in the next steps.

## Add tap-to-join to a campaign

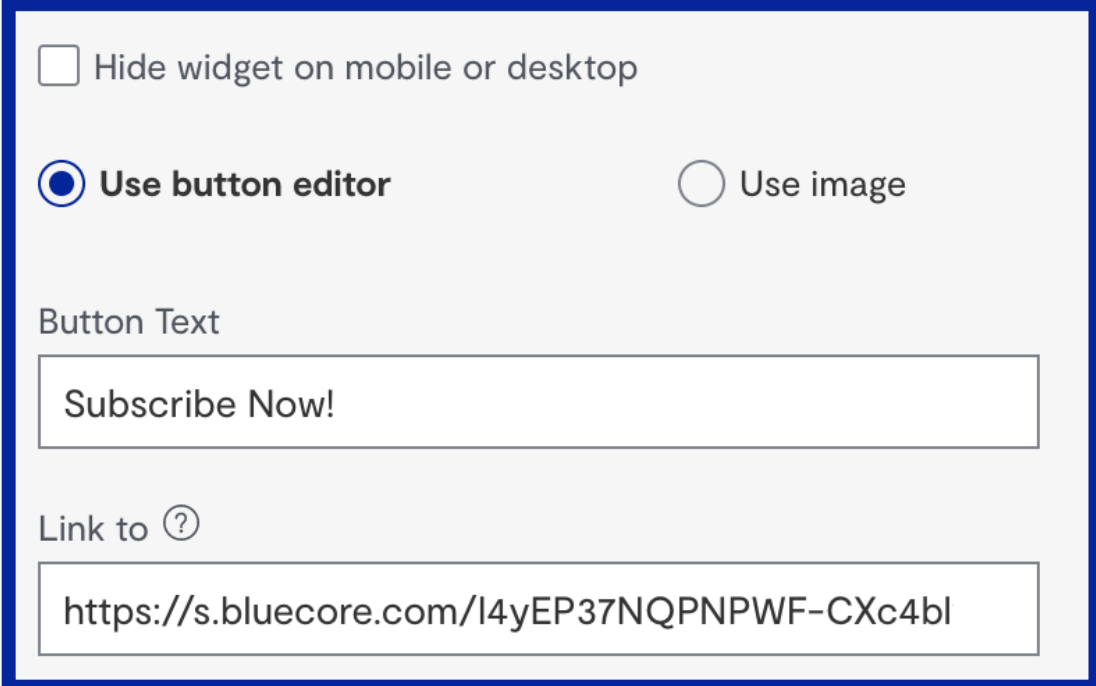
Bluecore recommends the following use cases:

- **Bluecore Communicate Email Campaigns**: Shopper gets an email with a CTA inviting them to tap to sign up.
- **Bluecore Site Lead Capture Campaigns**: While a shopper is browsing the mobile site, shopper sees a campaign prompting them to tap to sign up.
- **QR Codes In Store**: In store, a shopper can scan a QR code that will open their default phone messaging app with a preconfigured message to sign up.
- **Social Media Ads**: While scrolling on mobile, shopper sees an ad or story on their social media platform (TikTok, Instagram, and Facebook), prompting them to tap to sign up.

## Bluecore Communicate

Follow the steps outlined in [this article](#) to create an email campaign or edit an existing campaign. Be sure to include any elements, such as images and text that describes the purpose of this campaign. Once the campaign has been created, add the tap-to-join campaign to the email by following the below steps.

1. Drag and drop the **button widget** onto the canvas.
2. Configure the **button text**. For example, "Subscribe Now!"
3. In the **Link to** box, paste the **tap-to-join link** you copied earlier.
  - **NOTE**: When this button is clicked in a mobile experience, like an email, the tap-to-join link will automatically open on the default SMS app on the shopper's device, populating the message to the send code. If this button is clicked on a desktop experience (except Macs), an error is displayed.



The screenshot shows a configuration panel for a button widget. It has a light gray background and a blue border. At the top, there is a checkbox labeled "Hide widget on mobile or desktop". Below this are two radio buttons: "Use button editor" (which is selected) and "Use image". Under the "Use button editor" section, there is a text input field labeled "Button Text" containing the text "Subscribe Now!". Below that is another text input field labeled "Link to" with a help icon, containing the URL "https://s.bluecore.com/I4yEP37NQPNPWF-CXc4bl".

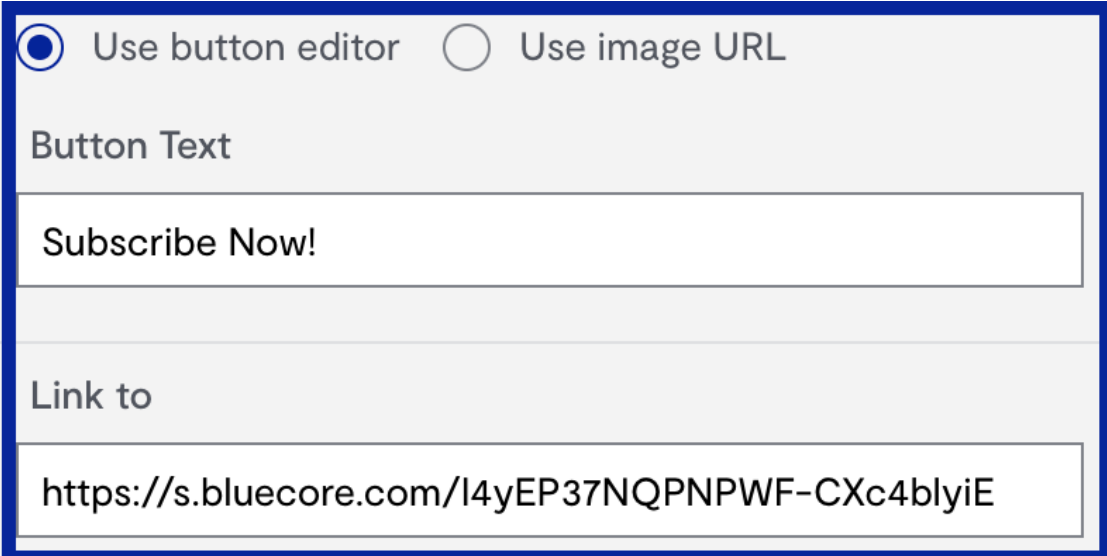
4. Configure the **button styling** using styling options explained [here](#).

5. Click **Save** in the upper left-hand corner.
6. After the template is complete, click **Save and Close** in the upper right-hand corner.
7. Then, click **Save and Launch** to launch the tap-to-join campaign!

## Bluecore Site lead capture

Follow the steps outlined in [this article](#) to create an on-site campaign or edit an existing campaign. Once the campaign has been created, add the tap-to-join link to the campaign by following the below steps.

1. Drag and drop the **call-to-action button widget** onto the canvas.
2. Configure the **button text**. For example, "Subscribe Now!"
3. In the **Link to** box, paste the **tap-to-join link** you copied earlier.
  - a. **NOTE:** When this button is clicked in a mobile experience, like an email, the tap-to-join link will automatically open on the default SMS app on the shopper's device, populating the message to the send code. If this button is clicked on a desktop experience (except Macs), an error is displayed.

A screenshot of a configuration interface for a button widget. At the top, there are two radio buttons: "Use button editor" (which is selected) and "Use image URL". Below this, the "Button Text" field contains the text "Subscribe Now!". Underneath that, the "Link to" field contains the URL "https://s.bluecore.com/l4yEP37NQPNPWF-CXc4blyiE". The entire interface is enclosed in a blue border.

☒ Use button editor ☐ Use image URL

Button Text

Subscribe Now!

Link to

https://s.bluecore.com/l4yEP37NQPNPWF-CXc4blyiE

4. Configure the **button styling** and configurations with the options explained [here](#).
5. Click **Save** in the upper left-hand corner.
6. After the template is complete, click **Save Template and Exit** in the upper right-hand corner.
7. Then, click **Save and Launch** to launch the tap-to-join campaign!

## QRcodes

Quickly and easily capture shopper information in-store with a QR code.

QR codes allow shoppers to scan the code and automatically trigger a previously configured message in their messaging app to the designated short code.

Use a [QR code generator](#) to create a QR code and add the previously configured tap-to-join link.

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## **Analytics**

Click [here](#) to learn more about tap-to-join analytics and campaign performance.

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