

S M S C O M P L I A N C E

15-Point Legal Compliance Audit

The printable checklist every SMS marketing team needs before sending a single message.

One missed step = carrier filtering, lawsuits, or fines up to \$1,500 per message.

\$1,500

Fine per unsolicited text (TCPA)

47 States

Have SMS-specific regulations

10DLC

Registration now mandatory

Section 1: Consent & Opt-In

Every SMS program starts with consent. Without it, nothing else matters.

☐

Written express consent collected before first message

TCPA requires prior express written consent for marketing messages. Verbal agreements are not sufficient.

CRITICAL

☐

Consent language clearly states message frequency

"You will receive up to 4 msgs/month" not "occasional updates." Carriers flag vague language.

CRITICAL

☐

Consent form includes "Msg & data rates may apply"

CTIA requires this disclosure on every opt-in form, web page, and keyword campaign.

CRITICAL

☐

Separate SMS consent checkbox (not bundled with email)

SMS consent must be standalone. Bundling with email or Terms of Service violates TCPA guidelines.

IMPORTANT

Need help setting up compliant opt-in forms?

[Book a Free Consultation](#) → [Get 50 Free SMS Credits](#)

Section 2: Message Content & Identification

Every text you send must identify your business and give the recipient a clear way out.

☐

Every message identifies your business name

Recipients must know who is texting them. Include your brand name in the first or last line.

CRITICAL

☐

Opt-out instructions included (STOP to unsubscribe)

CTIA requires opt-out instructions in recurring campaigns. Reply STOP must be honored instantly.

CRITICAL

☐	No prohibited content (SHAFT: Sex, Hate, Alcohol, Firearms, Tobacco) Carriers auto-filter SHAFT content. Even adjacent industries (CBD, vape) get flagged.	IMPORTANT
☐	URL shorteners use branded domains (not bit.ly or tinyurl) Shared public shorteners are the #1 carrier filtering trigger. Use branded short links only.	IMPORTANT

Section 3: Timing & Quiet Hours

Sending outside permitted windows is one of the fastest ways to trigger complaints and legal action.

☐	Messages only sent between 8:00 AM and 9:00 PM (recipient local time) TCPA quiet hours apply based on the recipient's time zone, not yours. Automate time-zone detection.	CRITICAL
☐	State-specific quiet hours reviewed (FL, OK, WA have stricter windows) Florida restricts to 8 AM – 8 PM. Oklahoma and Washington have similar narrow windows.	IMPORTANT
☐	Holiday and weekend send policies documented No federal law bans weekend sends, but complaints spike. Document your policy and stick to it.	BEST PRACTICE

Message IQ automates quiet-hours enforcement inside your CRM

[See How It Works](#) → [Book a Free Demo](#)

Section 4: Registration & Infrastructure

Since 2023, carrier registration is no longer optional. Unregistered numbers get filtered or blocked outright.

☐	10DLC brand registration completed with The Campaign Registry (TCR) US carriers require brand verification before any A2P messages can be sent. No registration = no delivery.	CRITICAL
☐	10DLC campaign use case registered and approved Each messaging use case (marketing, transactional, OTP) needs its own campaign registration.	CRITICAL
☐	Opt-out keywords (STOP, CANCEL, UNSUBSCRIBE) handled automatically Carrier and CTIA rules require instant opt-out processing. Manual handling creates legal exposure.	CRITICAL
☐	SMS subscriber records stored with consent timestamp and source In a TCPA lawsuit, the burden of proof is on the sender. Store when, where, and how consent was collected.	IMPORTANT

Book Your Free SMS Compliance Consultation

30 minutes. Live demo. 50 free SMS credits with your demo.

[BOOK MY FREE DEMO](#)

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S T A T E - B Y - S T A T E

SMS Law Reference Card

Where state SMS laws go beyond TCPA. The quick-reference your legal team will thank you for.

Federal law (TCPA) sets the floor. These states raise it.

How to Use This Card

The TCPA applies nationwide. Some states add stricter rules on top. This card covers the states with the most significant additional requirements. If a state is not listed, federal TCPA rules apply as the baseline. Always confirm with legal counsel before launching in a new state.

States with Stricter SMS Laws

State	Key Requirements Beyond TCPA
Florida (FL)	 Quiet Hours: 8:00 AM – 8:00 PM only (stricter than TCPA)  Consent: Written consent required. Oral consent not sufficient for marketing.  Penalties: Up to \$500/message, trebled to \$1,500 for willful violations.  Note: Florida Telephone Solicitation Act (FTSA) applies to SMS since July 2021.
California (CA)	 Privacy: CCPA/CPRA gives consumers right to know, delete, and opt-out of data sale.  Consent: Prior express consent required. Auto-dialers covered broadly.  Penalties: Up to \$2,500 per violation under state telemarketing laws.  Note: CCPA opt-out rights layer on top of TCPA opt-out requirements.
Washington (WA)	 Quiet Hours: 8:00 AM – 8:00 PM only. Matches Florida restriction.  Consent: Prior consent required for commercial text messages.  Penalties: Up to \$1,000/violation under Consumer Protection Act.
Oklahoma (OK)	 Quiet Hours: Restricted sending hours narrower than TCPA defaults.  Consent: Prior consent required before sending commercial texts.  Note: Oklahoma Telephone Solicitation Act covers SMS explicitly.
Connecticut (CT)	 Consent: Prior written consent for telemarketing messages, including SMS.  Penalties: Up to \$20,000/violation under Unfair Trade Practices Act.  Note: Among the highest per-violation penalties in the US.
Georgia (GA)	 Consent: Prior consent required for automated or prerecorded messages, including texts.  Penalties: Violations enforceable under state fair business practices statutes.
Illinois (IL)	 Privacy: BIPA may apply if collecting voice/biometric data alongside SMS.  Consent: Prior consent for automated messages. Strict Do Not Call list enforcement.  Penalties: Private right of action available. Class actions common.
New York (NY)	 Do Not Call: State DNC list separate from federal. Must check both before sending.  Penalties: Up to \$11,000/violation under state General Business Law.  Note: NYC has additional consumer protection layers.
Texas (TX)	 Consent: Prior consent for unsolicited commercial messages under Texas Business & Commerce Code.  Penalties: State Attorney General enforcement. Civil penalties per violation.
Maryland (MD)	 Consent: Written consent required for commercial solicitation via text.  Penalties: Enforceable under Maryland Consumer Protection Act.

Sending to multiple states? Let us audit your compliance setup.

Book a Free Compliance Call → Get 50 Free SMS Credits

Federal Baseline: TCPA Quick Reference

These rules apply to every state. The state laws above add to these, they never replace them.

Prior Express Written Consent	Required for all marketing/promotional SMS. Must be clear and conspicuous.
Prior Express Consent	Required for informational/transactional SMS (appointment reminders, order updates).
Quiet Hours	8:00 AM – 9:00 PM, recipient's local time.
Opt-Out Processing	Must be honored within 10 business days. No fees to unsubscribe.
Identification	Business name must appear in the message.
Record Keeping	Maintain consent records for 4+ years (recommended).
DNC Compliance	Check Federal Do Not Call Registry. Maintain internal DNC list.
Penalties	\$500–\$1,500 per unsolicited message. Private right of action.

Disclaimer: This reference card is for informational purposes only and does not constitute legal advice. SMS laws change frequently. Always consult a qualified attorney before launching SMS campaigns in new states.

The SMS Marketing Platform That Does the Compliance Work for You

Every feature below is included in every plan. No add-ons. No hidden fees. No contracts.

Core Platform

✓ Two-Way SMS Conversations

Real conversations, not broadcasts. Send and receive texts directly inside your CRM. Every reply logs to the contact timeline automatically. Your team sees full conversation history without switching tools.

✓ CRM-Native Architecture

Message IQ lives inside your CRM. Messages log directly into contact timelines. Replies update in real time. Sales teams see full conversation history. No copy-pasting between tools. Works with HubSpot, Pipedrive, Salesforce, and API.

✓ Workflow Automation

Trigger compliant SMS from deal stages, lifecycle changes, form submissions, or any CRM property update. Combine SMS + email sequences. Auto-follow-up on form submissions. Notify teams when leads respond. Zero webhooks, zero Zapier, zero middleware.

✓ Shared Team Inbox

Sales, marketing, and service share one number and one inbox. Assign conversations, set visibility by team, and get desktop alerts the second a reply comes in. No more personal phone numbers. Full team visibility.

Deliverability & Compliance

✓ White-Glove 10DLC Registration

We handle your brand and campaign registration from start to finish. No guessing on use-case descriptions, no rejected applications. Your account goes live within 1 business day and brand registration typically clears same day.

✓ Automatic Opt-Out Management

STOP, UNSUBSCRIBE, CANCEL, and QUIT keywords instantly update contact records. Every workflow uses opt-out suppression automatically. Zero manual work, zero compliance risk.

✓ IQ Advanced Delivery & Autoscaling

Direct carrier relationships give you delivery confirmation at the carrier level, not just "sent" status. One business number handles any volume, from 100 messages a month to 100,000. Your customers see the same number every time.

✓ CRM-Native Consent Tracking

Every opt-in and opt-out syncs to your CRM contact record in real time. Audit-ready proof of consent with timestamp and source. Built for TCPA defense, not just TCPA compliance.

Engagement & Intelligence

✓ MMS Support

Send images, emojis, GIFs, and files inside the same message thread. Useful for property photos, invoices, appointment confirmations, and promotional content. Built into every plan.

✓ IQ Link Tracking

Every URL is automatically shortened with branded short links and tracked for clicks. Click data flows back to the contact record. No shared public shorteners that trigger carrier filtering.

✓ Desktop & Browser Notifications

Get instant desktop alerts the second a reply comes in. Never miss a hot lead. Assign conversations and manage

visibility across teams.

- ✓ **SMS Attribution & Reporting**
Sent, delivered, replied tracking. Opt-out rates. Campaign-level reporting. CRM attribution. Performance insights by campaign. See what actually drives revenue, not vanity metrics.
- ✓ **Personalization Tokens**
Drop first name, company, or any custom CRM property into your SMS. Tokens render the same way they do in marketing email. Active lists, static lists, and contact segments all work as SMS audiences.
- ✓ **Call Forwarding & Tracking**
One number for texts and calls. Full visibility. Call forwarding routes inbound calls to the right team member. Everything tracked in CRM.

U S E C A S E S

SMS Marketing Built for Every Team

- ✓ **Marketing Teams**
Run targeted SMS campaigns, nurture leads through automated sequences, recover abandoned carts, and drive conversions with messages that get 98% open rates vs 20% for email.
- ✓ **Sales Teams**
Close deals faster with instant two-way SMS follow-ups. Trigger texts from deal stages. Send appointment reminders that get responses in 3–5 minutes. 78% of customers buy from the first company to respond.
- ✓ **Customer Support**
Resolve issues faster with two-way text conversations. Send real-time updates. Customers text a question, the conversation creates a ticket in your CRM, and support responds from the shared inbox.
- ✓ **Operations**
Automate appointment confirmations, scheduling notifications, dispatch alerts, and internal team updates via SMS. Reduce no-shows. Eliminate manual follow-up calls.

98%

SMS open rate

45%

Average reply rate

3 min

Avg. time to read

4×

Click rate vs email

E X C L U S I V E O F F E R

What You Get When You Book a Demo

★ **50 Free SMS Credits**

Start sending real messages from day one. No credit card required to claim your free credits. Use them for lead follow-ups, appointment reminders, or test your first automated workflow.

★ **30-Minute SMS Strategy Call**

Not a sales pitch. A real strategy session where we map two-way SMS to your specific funnel and show what it is worth for your business. Walk away with a clear action plan whether you sign up or not.

★ **Live Two-Way SMS Demo**

See Message IQ working inside a real CRM. Watch messages send, replies land in the contact timeline, and workflows trigger follow-ups automatically. Not slides. Not screenshots. Live.

★ **White-Glove 10DLC Setup**

We handle your brand and campaign registration end-to-end when you get started. No forms to fill out, no use-case descriptions to guess at. Your account goes live within 1 business day.

★ **CRM Revenue Benchmarks**

Get revenue benchmarks for SMS marketing teams your size. See what response rates, conversion rates, and ROI other companies in your industry are achieving with two-way SMS.

★ **No Contracts. No Hidden Fees.**

Every plan is month-to-month. Every feature is included at every tier. Upgrade, downgrade, or cancel whenever you want. Starting at \$49/month for 1,000 messages with unlimited users.

\$49/mo

Basic: 1,000 messages

\$99/mo

Pro: 2,500 messages

\$399/mo

Supreme: 10,000 messages

All plans include unlimited users, two-way SMS, workflow automation, MMS, link tracking, shared team inbox, compliance tools, and advanced reporting.

[SEE ALL PRICING PLANS](#)

W H A T C U S T O M E R S S A Y

Real Results from Real Teams

"4× higher click rates than email. Message IQ has proven to be an invaluable complement to our email marketing campaigns, dramatically improving conversion with new leads."

— **Brett Nakfoor**, CEO, Hygeia Baby

"Message IQ has enabled us to reach out to more leads more effectively. It has allowed our sales team to scale their pipeline quickly. Very robust and easy to use."

— **Ops, D.**, Consulting/Advisory

"Message IQ allows me to proactively push notifications to clients. People don't read emails, but they do read texts. This platform ensures opt-in, so we are verified and trusted as a sender."

— **Bunde, N.**, Technology – Software

Book Your Free SMS Strategy Call

30 minutes. Live demo. 50 free SMS credits with your demo.

BOOK MY FREE DEMO

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Message IQ is a product of Integrate IQ, a HubSpot Diamond Solutions Partner.

Works with HubSpot, Pipedrive, Salesforce, and API.

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