text anywhere

Text (SMS) Marketing

A simple way of communicating directly and cost effectively with your customers

GREAT TIPS INSIDE

You really don't have to be an expert – that's why we have created this guide.

We hope this helps you along your text marketing journey!

Engage and convert potential leads with text messaging

"Text 87023/INFO"

Messages like this work well in your printed banners, radio or TV adverts, shop windows or at events. In fact anywhere where you can engage the attention of people walking by; gaining actionable leads with contact numbers and names.

Or you may just want to offer your customers an easy way of contacting you by text.
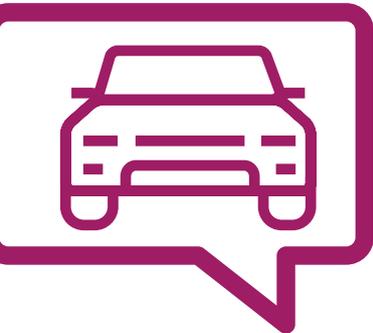
For example:
"Text CAR to 81025 for more details on our new car offers"

"For more information text 87023/INFO"

TRY THIS!
Messages charged at standard network rate.

"To vote, text STAR followed by the act number to 80039"

Make more of your leads with text messaging

Build mobile marketing lists of interested prospects.

By allowing people to opt-in to your group by texting your keyword to a short code, you can collect phone numbers and names of prospective customers who are interested in your product, service or company; creating an engaged marketing database.

TextAnywhere provides a total opt-in service.

When you send a message, you can invite recipients to text the word **STOP** back if they don't want to receive any further messages from you.

Reach prospects who would prefer to receive a text message

SMS

While email and social media are important, many people prefer the simplicity of text communication.

Be sure to use more than one contact route when developing your marketing and sales lead generation campaigns. Text messaging can be a valuable part of this.

A recent study* reported that **84%** of small businesses using mobile marketing methods see an increase in customer acquisition.

TOP TIP

Why not send a 'promotional' email first to your customers – detailing all the information you wish to communicate? Then send a follow up text; to notify those chosen that an email is waiting for them, including a discount not to be missed! They are sure to be pleased you alerted them to this, particularly as some emails can go straight to the junk folder!

*Source: Marketing Zone

# Increase return on investment with text message marketing

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Text message marketing is a great tool for sales and promotions as it's instant; your customer base will receive your message very quickly.

There are some key ways to use text marketing to drive sales. Here are just a few of them:

New product launches: informing people when you have the latest or new season's products available in-store or online.

Exclusive offers: you can send out coupons (e.g. for money off or multi-buy offers) via text message to your customer base; adding a discount code to your message which customers can then use at the point of sale.
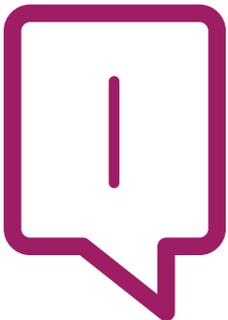
Incentives to shop online: offers such as free shipping or a free gift can boost sales when customers buy online. Just add a code into your text message, which can be entered at the online checkout.

Content promotion: magazines could send out teasers of what the reader can expect in upcoming issues e.g. interviews or special stories to drive interest and ultimately sales.

People like it when they can get great deals! You could divide your mobile database to create a list of your most valuable customers (using data on spend and frequency of purchase) and then send out special deals just for them, to reward their loyalty to your brand!

TOP TIP

Transform communication: personalise your text message

Sending personalised texts allows you to make messages more engaging and informative.

If you are sending a high number of texts, having to type out each one individually can be very time consuming. Message templates are quick and easy to build and are great for maintaining consistency, thus avoiding spelling or grammatical mistakes and saving precious time.

From
WatchCinema

Dear Wendy,
Your tickets for the Movie XXXX on 12th May are on their way to you!

Thanks

From
FestivalFun

Dear Sue,
Your tickets for the London Festival on 12th May are on their way to you!

Thanks

Keep your customers updated quickly using bulk text

Broadcast text alerts, news updates and important reminders to your opt-in database. Send important information quickly and simply, or schedule text messages to be delivered at peak time.

The benefits:

It saves you time: Sending text messages in bulk takes no longer than sending one text on your own phone. Not only does it free up resources, you can see results in minutes.

It's cost effective: Our text messages cost less than 12% of the cost of a first class stamp, so not only is texting quick and cost effective, there are no worries about info getting lost in the mail!

See results: You can measure ROI by including web links in your message, tracked by web tools such as Google Analytics.

Customers like it: As we know, the response rates for text messages are extremely high, putting text above any other form of communication. Most people have smartphones and the use of text is ingrained within us.

TOP TIP

With our TextCampaign solution you can create and send your messages in minutes through the four-step online wizard. You can schedule your campaign to be sent in one go, over time or in batches

Reach the customers you want to acquire
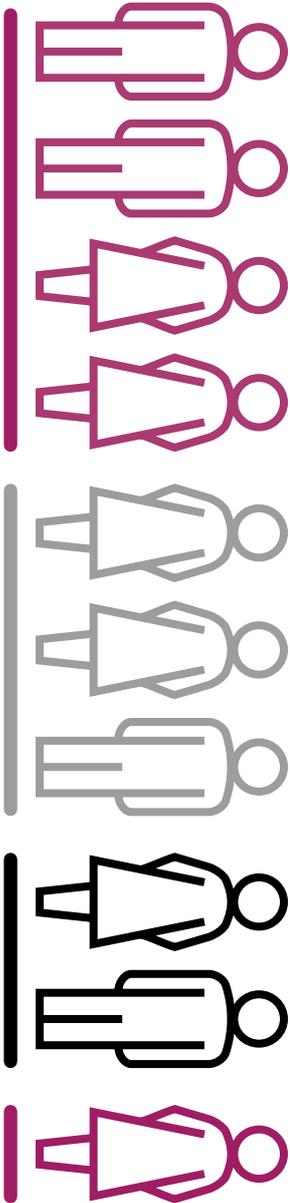
Segment your mobile contact database. Create demographic, regional and interest based contact lists for highly targeted and impactful campaigns.

You can then track response rates from different marketing activity.

Our TextOnline solution is a web-based application that lets you send your text messages to a large volume of contacts from your PC. You can create as many groups of recipients as you like and have your messages sent to them within seconds. This service is perfect if you have a large number of clients or groups to manage.

Plus you can import contacts from existing sources so that you don't have to manually create each one!

textanywhere
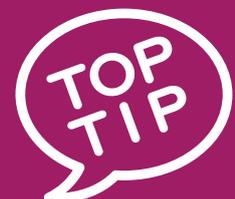
Engage customers at the right time!

In the past, many companies were likely to miss out on vital marketing opportunities during busy sales periods like Christmas or New Year.

Fortunately, these days it is possible to overcome this issue by scheduling marketing messages in advance to be sent out over the holidays via email, social networking sites and text.

Save time with our scheduling tool:

Our system gives you the flexibility to pre-schedule mobile marketing campaigns. This is a great feature for clients who want to send campaigns whilst they are away from the office, on annual leave, during bank holidays or at particular times of the day.

You can also 'smooth' the messages. This means you have further flexibility to send batch A at 9am and batch B at 10.30am, for instance. You can pre-plan resources to deal with text responses and deliver the most efficient campaign.

TOP TIP

Timing! Make sure you are sending your messages at appropriate times. Receiving your message at 4am isn't going to impress customers if you disturb them from their sleep! It's likely to have a better impact if you send it when recipients are likely to be more engaged – lunchtime for instance. At weekends, aim to coincide with the time that most shops are open for business so that your message is then fresh in the mind of your customers.

Getting the best out of your text messaging campaigns.

So that's the how, the why and the when; how about "what not to do?"
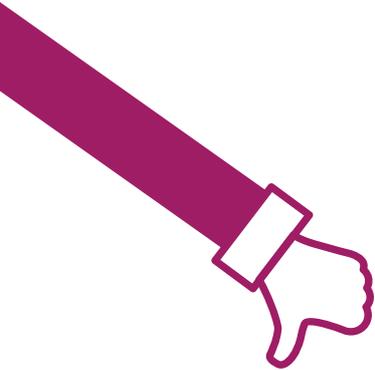
We want you to get the most from text message marketing so here are some suggestions to consider:

Avoid text speak: First impressions are crucial. Each text message you send gives your customers an impression of your business so correct spelling and grammar is vital.

Be clear: Plan carefully what you want to say before you send your message – particularly when personalising – you don't want to send a message to 'Adrian' saying 'Hello Anna'!

Don't over do it: In the same way that longer messages should be considered carefully, avoid bombarding your customers with lots of text messages. Treat text as you would any other form of marketing.

Provide value: Everyone loves to be appreciated so send a text to remind your customers the day before their appointment, or to notify your select customers that an exclusive product is now in stock.

Why not send a text message wishing your most loyal customers an appropriate 'celebratory' message by attaching a special birthday discount or free redeemable gift. Sending out occasional offers via text message will also make your customers feel that they are receiving a unique text "message-only" deal that isn't available to every customer!

TOP TIP

Every business can gain using text message marketing

Retail and e-commerce
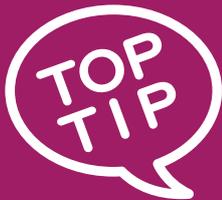
Order notifications:

> **From: Acme**
>
> Your order no: A123 has been received, Thank you.

> **From: Acme**
>
> Sorry that item is not in stock, we will text you when it's next available.

> **From: Acme**
>
> Your order no. A123 has been dispatched.

TOP TIP

Send text to confirm a refund – reassure an unhappy customer by letting them know their refund is on its way.

They will appreciate the service and will most likely return to buy again.

Health – Hospitals, GPs, Dentists and Opticians

Help patients with text reminders:

> **From: NHS**
>
> **Reminder:** Your hospital appointment is tomorrow at 10am.

> **From: GP Surg**
>
> Your test results are ready, please call us.

> **From: AA Dentist**
>
> Your check up is due. Please call us to make an appt.

Send a text to remind carers or patients that medication is due and if their prescription needs renewing.

Why not send out motivational texts for weight loss or giving up smoking?

TOP TIP

Education – Schools, Colleges and Universities are now sending text messages.

Texts can be quickly and easily sent for:

From: 1 School

Your child is absent today pls call us.

From: LeedsUni

Exam results are ready please come to board 9 to collect.

From: DayNursery

Due to heavy snow the nursery will be closed today.

- Truancy or sickness notification
- School closure information
- After school club notices
- Parents evening appointments
- Homework and school report prompts
- Non-uniform day reminders
- Exam and coursework results

And there's more!
Recruitment organisations, Property Agents, Event Organisers…

From: 1 Recruit

Your interview at Acme is Thursday 12th June at 10am – good luck

From: Estates

Paul from Fleet Estates will do the viewing today at 2pm.

From: GigFest

The gates open at 9pm tonight. Rain is forecast so pack a coat!

Even if your business doesn't fall into these categories, the principles are the same: enhance customer relationships and develop new business opportunities through text marketing – just follow our simple guide or call us for more help.

Need some help?

If you need some assistance with your mobile strategy, our friendly text messaging experts are just a phone call or email away.

text anywhere

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Intl tel: **+44 8451 221 302**
Email: **welcome@textanywhere.net**

www.textanywhere.net