



Effective Global Communications

Internet Marketing – Production – Text Message Marketing

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Text Messaging Marketing



Overview:

One of the newest ways businesses are driving traffic and sales are through the use of **Text Message Marketing**. In this scenario, a restaurant customer prompted by their waiter, would text a 'keyword' to a short number. Within 10 seconds of sending the designated key word to the short number, an automated response would be back on the customer's cell phone notifying them they are now on an exclusive VIP List ... and as a thank you please show your phone to your waiter for your (whatever promotion the restaurant wants to reward its VIP Customer list with will work!) - complimentary dessert, entrée, etc.

Mobile coupons, incentives, or special promotion codes have all of the benefits of paper coupons, combined with the immediacy of receiving a text. All of these can be delivered to a targeted segment of your customer loyalty database, downloaded on request from your web site, or sent via a text message.

Campaigns can be up and running within minutes of signing up and are less expensive than printing and mailing paper coupons.

We utilize **Text Message Marketing** to deliver promotional offers to potential customers **who have opted in to receive your text messages**. The end result is an exclusive yet highly connected customer who will provide your bottom line with incremental sales and higher return rates.



BENEFITS OF TEXT MARKETING CAMPAIGNS: The benefits of including **Text Message Marketing** in your overall marketing strategy are numerous:

Deliverability: As 94% of all text messages are read, your marketing message will be seen by virtually all of the subscribers in your campaign.

Qualified Recipients: Because your subscribers have opted-in to receiving your offers and promotional messages, you know they have an active interest in your business, and your products.

Flexibility: With text messages sent and received within minutes of starting your campaign, you can use **Text Message Marketing** for ad-hoc purposes, such as driving traffic to your store on slow nights (“Make a purchase within x hours, and receive a xx % discount!”), or clearing out overstocked items before the end of the month. This is the new “Blue Light Special”!

Range of Use: **Text Message Marketing** can be used for a wide range of purposes: announcing new product, one-day specials, new store openings, special events...etc. Subscribers can be treated as an exclusive group for offers and information that only they have access to, increasing loyalty, purchases, and speed of communications.

Social Networking: You can post your code and keyword on FaceBook and LinkedIn pages.



Perfect for some of these promotional situations:


- Retail Stores with store coupons and weekly specials
- Books and music stores with updates of latest releases
- Restaurants and bars looking to fill that void time
- Trade Shows to drive traffic at the event to your booth
- Hair Salons and barber shops
- And many others...

Text Messaging for Retail Stores

Retail operators rely on a loyal clientele, one that provides steady, recurring business. Building brand loyalty is dependent on a variety of factors; location, hours of operation, advertising, quality products, services, and competitive pricing.

Text marketing is an ideal complement to retail marketing activities, providing a direct and immediate channel to customers. When businesses have a text message marketing strategy in place, they are, in fact, inviting their clientele to establish a one-on-one relationship with them, with the expectation upon joining a VIP program they will receive exclusive incentives and offers of substance.

What is the benefit of using Text SMS for Retail Stores? **Text Message Marketing Campaigns** are designed to increase the purchase frequency of a brand loyal customers, typically by offering coupons or other promotional specials to prompt purchases. It should not be forgotten, however, that loyalty is not only based on the offer of lower price. A business should also use its **mobile text marketing** capabilities to send other information of value to its program subscribers. For example, an automotive service company could send out winterizing tips; a business could conduct a satisfaction survey and product recalls can be sent out with SMS. Put yourself in the place of the consumer and ask – what would you want as part of your customer loyalty program that would incentivize you to make additional purchases or take an action?



For a retailer to start a mobile marketing program, the steps are easy:

- Develop a promotional plan (what you'll be offering, how often)
- Advertise the program through in-store signage, website, bag-stuffers...etc.
- Send out promotions
- Measure the results
- Make adjustments

Text Messaging for Clubs & Nightclubs

Text Message Marketing can be a very effective way to market directly to a clubbers mobile phone.

In today's world, the majority of people look for convenience. Through text message marketing, clubs will be able to market straight to their customers' cell phones to let them know about a DJ that is going to be at the club for a special event, drink specials that are happening, a free ladies night, 2 for 1 specials or a lowered cover charge.



In this day and age, the majority of the clubbers use text messaging as a way to keep in touch with friends. It is very popular and a good way to impress the customers to show them that the club is technologically advanced and cares enough to show a personal touch to their marketing activity by using **Text Message Marketing** for their customers.

Using text SMS marketing, another benefit is that club customers can refer any promotion to a friend by simply forwarding their text message, expanding the reach of a club's marketing. Those friends, in turn are likely to also join the club's promotion, adding additional customers to the club clientele.

One clear advantage of **Text Message Marketing** over traditional marketing methods is its immediacy. For example, if a club is having a slow night and the owner would like to put a special out on the cover charge to bring in more people, a message can be sent out at that moment to fill the club and take a slow night with no line, and change it into a packed night by clicking the send button.

Text Messaging for Restaurants

It's simple. People don't redeem paper coupons like they used to. It's a hassle to print them, cut them out, and remember to keep them in your pockets so you can have them handy just at the right moment. On the other hand, people have their cell phones with them at all times and so the redemption rates for mobile coupons are much higher compared to paper coupons.



Create your restaurant's own Mobile Keywords! ... You've seen the same technology on American Idol, heard it on the radio, or seen it on a billboard. People can text your mobile keyword to your short code (65279) to join your VIP mobile distribution list and start receiving your offers and incentives. You can also set up an automated message to be texted immediately back to your customers. Here's an example:

- Customer texts "MyRestaurant" to 65279
- Customer receives an automated text message right back. Maybe something such as, "Thanks for joining our Mobile Coupon VIP List! Show this text to receive a free slice of pizza with your next purchase."
- By texting your keyword, the customer has opted in to join your mobile distribution list, and now you can text this person all of your promotions.

TEXT MESSAGE MARKETING AND SOCIAL MEDIA

Our team has the ability to aggregate all of your social media including Twitter, FaceBook, LinkedIn, MySpace, etc. SO... with one post of your short code and your specialized and uniquely branded Key Word, traffic surges to your website, restaurant, retail store, or club. Once at the website customers type in the redemption code to receive their discounted gift or prize and when they come to your store or restaurant they simply show their phone to receive their 2 for 1 special, free appetizer, or what ever you think will properly incentivize them to come to your establishment.

PACKAGES AND COSTS

Package	Price
500 Text Messages Per Month	\$90
1,000 Text Messages Per Month	\$160
5,000 Text Messages Per Month	\$700
10,000 Text Messages Per Month	\$1,200
25,000+ Text Messages Per Month	\$2,750
Keyword: \$100 per year per name to set up and administer	Your domain name 4 Texting
Set up Fees: One time \$100 fee to get account set up	

Accounts are set up on a month-to-month basis. If the account exceeds the number of allotted credits for any particular month, the account is charged the same rate per text over the amount. **There are no overage charges and credits roll over.**

Codes and keyword can be posted on FaceBook & LinkedIn pages for Social Networking.

FAQs:

What is the payment process? – Credit Card

How will charge appear on client credit card – using what name? -- GottaGoText

**Is there customer service if something goes wrong? – Yes – call David Lippy or Ron Costa.
David: 614-939-1533 or Ron: 702-336-5554**

When/How often can Text Messaging Plan Change? As much as the client wants to change it and whenever the client wants to change it. Our back office is web based and can be accessed on-line 24/7. Client only needs to be able to access to the internet.

What is the overage when client exceeds number of texts? None – client pays same rate.

Ability for the client to check how many texts they have sent to date? Yes

Are there instructions on how to use the Admin area for the client? Yes

If the client does not want to administer the campaign, is there an Option for EGC to administer this for the client? Yes, for a reasonable monthly fee, EGC will manage and report the campaign for the client. Call Effective Global Communication's Managing Partner David Lippy (614) 939-1533 for a quote.

DEMO OF HOW OUR TEXTING APPLICATION WORKS

TRY THIS!!

- **On your cell phone in the area where you put in a phone number put: 69302**
- **In the message area type: Panera (all one word – not case sensitive) hit send!**
- **Within a few seconds look for the Auto Responder back onto your phone!**
- **To see a Demonstration of Polling and using our app do the same steps in the short code (where the phone number would go) 69302 and in the message area type in: Mets (not case sensitive)**

Updated: 3-15-10