

# GETTING STARTED WITH SMS MARKETING

## 3 simple steps to text success

### 1. Set up your campaign

Using MightyText, you can set up multiple campaign types such as contests, voting and scheduled messages containing coupon codes. It's so simple to do that in a matter of minutes, you can have your campaigns set up and running. You can even schedule campaigns for an entire year ahead of time. TextSMS makes running your own text marketing campaigns quick and efficient.

### 2. Promote sign ups with a call to action

Stick your call to action everywhere. Box toppers, direct mail, on the front counter, at your hostess stand—basically where ever! New and existing customers will see your offer to subscribe to your VIP list and opt in by texting. To help you get going today, TextSMS would be more than happy to provide additional marketing ideas & materials. Here are just a few more simple recommendations:

- **Email** – promoting your new mobile marketing campaign via your current email list can be one of the best ways to get your customers into your text database. They're already interested in your products and services and they're already familiar with your brand.
- **In-store** – signing up customers in-store is another easy way to build up a text marketing database. Catch customers while they're engaged with your product and ask them to opt in via keyword and short code in person—this will help build value into your campaigns.
- **Print ads** – put your mobile call to action in all print advertising. This means magazine ads, brochures, trade show material, catalogues and any other promotional or special event materials.
- **Web site** – promote your mobile club on your web site. It's a great way to capture leads who are browsing around the web looking for a service like yours—with an excellent re-marketing potential.



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## 3. Send out daily, weekly or monthly text messages to your subscribers

Send mobile coupons to subscribers in order to gain same day traffic at a place like a restaurant, gym or even a tanning salon. SMS is also a great medium for communicating with patrons or fans regarding upcoming special events or appearances.

The great thing about text is that coupons are never lost or forgotten at home and you can deploy the message at the exact time you pick. Send out a message containing a dinner special in the late afternoon so they are thinking about your restaurant for dinner. With a read rate of over 90%, feel confident that your message is being received and seen!

Setting up and starting with text message marketing is easy with TextSMS. We've streamlined the process for you and give you the resources you need to start a successful marketing campaign. With MightyText you can:

- Send marketing or alert messages immediately—or schedule them in advance
- Utilize 160 characters for messaging including coupons, invitations and reminders
- Rest assured that opt outs will be unsubscribed for you automatically
- Know that all of your text campaigns will remain compliant
- Enjoy our automatic opt in system that adds opt ins to lists as they subscribe
- Review how many messages have been sent and how many you have remaining until your next billing cycle

