

Sales RUSH – Customer Connected Adrenaline

What is Text Message Marketing?

All cell phones are capable of sending and receiving Short Message Service, or SMS. In the cellular world SMS is commonly called a text message, since you are communicating by text (written) rather than voice. This is done by typing a short message (maximum 160 characters) on the cell phone screen and then sending it to another cell phone. It is the same as making a regular cell phone call, except you are sending text to the called cell phone instead of talking. Over 20 million text messages are sent every day in the U.S. The majority of these are sent person to person, but an increasing number are texts sent to receive information, vote in a program, or enter a contest. This portion of text messaging is Text Message Marketing.

Text Message Marketing is using the cell phone SMS (text message) system to market to cell phone users. Usually a person is invited to send a text message through print media, radio, or television. Television shows will scroll a message such as "send a text message to vote for your favorite player." Radio station personalities will ask their listeners to text message in to get information, or to enter a contest. Print advertisements and promotions will offer information via text message. Any place a person may see written information or hear it is a potential spot to invite people to text message. This means most advertising and promotion methods already used can include a text message option.

Where is text message marketing used, and why?

Bob is attending a concert with his friends. As he enters the venue, he sees a banner sign that invites him and his friends to text message to enter a contest to win upgraded front row seats. He and his friends enter the contest via text message. Elise is reading a magazine and notices an ad for her favorite cosmetics. The ad offers Elise monthly updates on new products by text message. Elise gets out her cell phone and texts in to sign up for the monthly updates. Jeff and Linda enjoy dining out. They dine at several local restaurants. At one of the restaurants, they see a sign inviting them to text message anytime to get the evening dinner special. They text message in, save the text message address on their phones, and then any night they decide to go out to dinner, they text in to the restaurant to see what tonight's special is. These are just a few examples of how text message marketing is used. Text Message Marketing, besides offering a new way to reach people, has several advantages over tradition marketing media.

Text messaging is instantaneous.

It can be updated quickly and easily. It offers mobility; & can be accessed almost anywhere, anytime.. It offers the ability to gage results. It is not intrusive; it's an "opt-in" system. **How can Text Message Marketing benefit my business?** Reach potential customers with very little effort or investment .Drive traffic to your business Integrate your website, e-mail, and text messaging **as one brand.** Economically communicate daily information to anyone who requests it .Offer text message discounts, coupons, and other incentives Send updates to active contacts. Reach potential customers that other media don't . Launch promotional contests with universal entry or severe weather Survey customers or members to locate trends and gage satisfaction Combine text message and e-mail access Create a memorable, fun and friendly impression with your customers and **Increase sales.**

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DID U KNOW ?



"The man who stops advertising to save money is like the man who stops the clock to save time"