firetext

sms made easy

Hi, I'm SMS

SMS BOOTCAMP

Everything you need to know to get started
with SMS marketing.

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COLLECT CONTACTS

Building your database of loyal customers
is really easy with SMS.

Just Ask

It's easy to collect mobile phone numbers for your campaigns.

If you own a shop, why not ask everyone who comes in? If you own a hotel, ask your guests. If you own a restaurant, ask your diners. You could even pop a basic form on your website or Facebook page.

You'll quickly build a list of loyal customers. If they like what you have to offer them, they'll want to be the first to know – so when you market to them, they're highly likely to respond. And because they like you, they're likely to tell their friends.

Generate Leads

A great way to build a list of contacts is to use an SMS keyword. Advertise your keyword and ask your customers to text in to subscribe.

You can pop your keyword on your posters, adverts, your website – anywhere and everywhere. Then sit back and watch your list start to grow.

Don't forget your customers must have opted in to receive communication from you by SMS.

Text PIZZA to 82228 to receive exclusive offers.

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SEND ONLINE SMS

Sending messages with FireText is
really simple (and fun!)

Your Message

Hello World!

SEND

Hello World

Sending a SMS message online, to either individuals or large groups, is just as
quick and easy as sending on your mobile.

You can create and send text messages from within your FireText account with
a branded sender ID meaning customers will recognise you straight away.

From personalising your content or scheduling messages in advance – our system
gives you all the tools you'll need to manage your SMS marketing campaigns.

We've got lot's of handy SMS features, and you can learn all about them in this
bootcamp so you'll be a SMS pro in no time.

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GET PERSONAL

Your customers are looking at their phone, on average, 221 times a day. Make sure you are there to greet them.

Hey Mark

Hey Ruth

If you're looking for a way to communicate and engage with your customers in a way we know they love, SMS is the perfect, cost-effective solution.

If you're reaching out by text – make sure you communicate with your customers the same way you would if they walked into your shop. Demonstrate your outstanding customer service skills with a friendly and personal text.
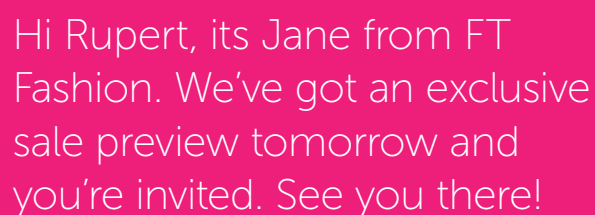
Your customers will want to know who you are. Make it clear by adding your company name in the From field (sender ID) OR in the message body.

Avoid txt spk. U may thnk its cool 2 txt like this, but does it really reflect your company image? It's also difficult to read.

Add some personality

Easily personalise each of your messages by adding a merged first name. Why not add your own name too, like the example oposite.

Short, simple and full of personality!

Hi Rupert, its Jane from FT Fashion. We've got an exclusive sale preview tomorrow and you're invited. See you there!

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TIME IT RIGHT

## Knowing when to send your message at the right time is crucial. It's not rocket science either.

You wouldn't want to be awaken by a your phone beeping in the middle of the night...so picking the right time can be beneficial to you and your recipients.

Imagine after a hard day's work the thought of rustling up some dinner is a little daunting. Have no fear, you phone has just beeped with an offer on 2 for 1 pizzas tonight. Brilliant – problem solved. This is an example of perfect timing.

Grab a quick second to think when will be a likely time for your customers to choose your product or service – a little thought will go a long way.

Don't be afraid to try some different ideas out too. This way you'll find the optimum time and content for your business.

We know it you won't always be able to send the message at the same time you want it to be received, which is why we have a couple of tools to help you time your campaigns just right.
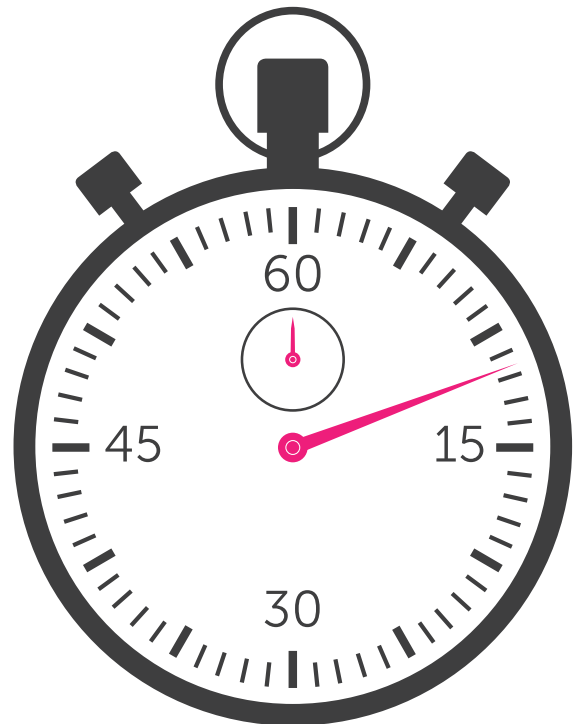
Schedule

Use our handy schedule tool if you need to plan your campaigns in advance and ensure your messages are seen at just the right time.

Simply created and schedule the message for the chosen time and we'll look after it until it's time to go.

Repeat

Sending the same campaign again and again? You can even set up recurring messages to save logging in and sending the same campaign each week – chose your time and we'll get them sent each time.

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OPEN UP THE CONVERSATION

SMS is so quick and easy – don't keep it all to yourself.
If you really want to engage with your customers, it's
got to be a two way conversation.

There are lots of ways you can let customers' text you in an instant

- Virtual Mobile Number e.g. 07903 969 598
- Keyword on our Shortcode e.g. HELLO on 82228

Each of these options will let your customers reach you by SMS
sent direct to your FireText account for your to view, download
and respond to – we can even set up a forward so that your replies
are sent on to your email too so you don't have to check your
account for replies.

People can text you for anything, some popular uses of
inbound SMS are:

- Join your SMS list
- Book an appointment
- Request information
- Enter a competition
- Vote

We can get you set up with a reply function in minutes,
from as little as £5 per month.

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AUTO-REPLY

Auto-responders will add value to your
whole customer experience.

Hello

Auto-responders will add value to your whole customer experience.
When a customer gets in contact on SMS you can hit them straight back
with an automatic reply to reassure them you're listening.

Thanks for your text! Ryan will
drop you a call shortly with an
update on your order. In the
meantime – take a look at www.
happyfeet.co.uk to see the new

Auto-replies can be set up really quickly for all inbound messages to your
SMS number – or even on specific campaigns by keyword.

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DELIVERY REPORTING

A full delivery report is available for every FireText campaign, whether it's to a single phone number or multiple recipients.
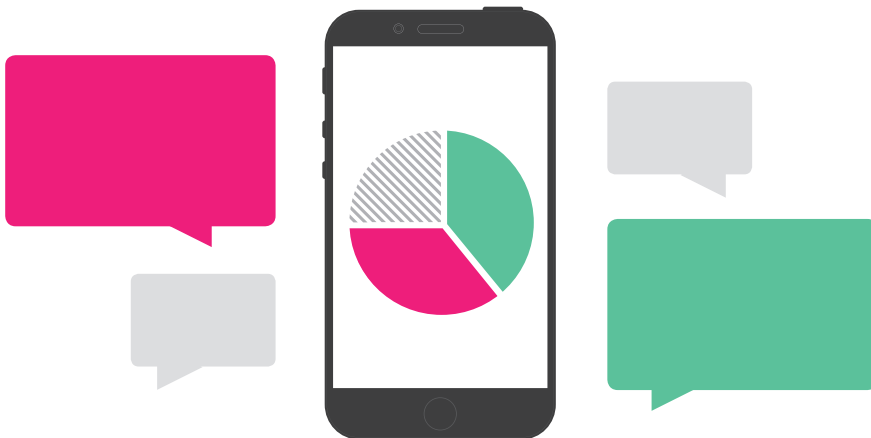
Here you can quickly view which numbers have successfully received your message and those that haven't – this will help you keep on top of your data and filter out the unused mobile numbers.

Download your campaign reports or keep them in your FireText account for later.

98%
delivered
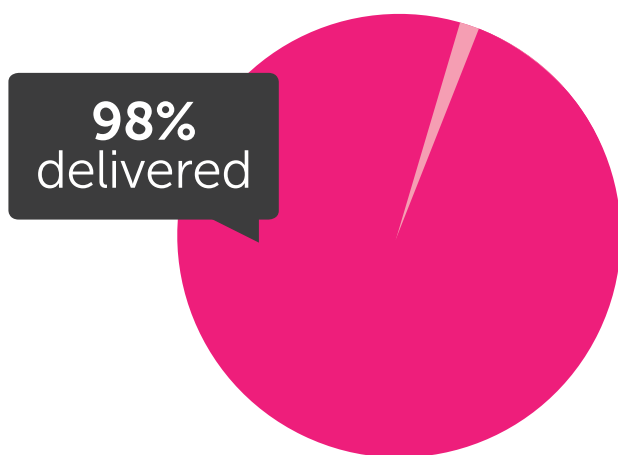
Keeping track of your SMS messages is important to keep you in the know and help you plan future campaigns.

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KEYWORDS

FireText's keywords let you engage with your customers 24 hours a day, 7 days a week so you never close for business.

H	E	L	L	O
1	2	1	1	3

The Perfect Call to Action

A keyword is a word of choice that acts as a call to action. Keywords are a fantastic tool for encouraging customers to engage and interact with you and your brand whilst also being the perfect tool for growing your SMS marketing contact list

E.g. a poster could read:

> To join our VIP contact list & receive exciting special offers by SMS, text PIZZA to 82228

You can also set-up an auto-reply on any inbound texts to your keyword which will immediately respond to customers when they text your keyword and confirm how they can opt-out:

E.g. thank you for subscribing to Pizza Italiano. Show promo code PIZZA20 to get 20% discount on your orders throughout July. Just text PIZZASTOP to opt-out at any time.

You can set up multiple keywords on your dedicated SMS number or choose one on our memorable shortcode; 82228.

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TEXT TRACKING

This is where we can get really clever with your SMS campaigns.

It can sometimes be tricky to get everything you want to say in those precious 160 characters, have you thought about adding a URL link to online content? Not only will this add value to your customer, but by using FireText's intelligent text tracking, you'll also be able to see details of how many click throughs you get, by who and at what time!

Enrich your message content

By including a link in your messages you're offering so much more to your recipients. You can link to restaurant menus, event listings, e-commerce shops and web pages – in fact you can link to pretty much anything. Not only are you enriching the message by providing more content but you're also sending vital traffic to your website and media.
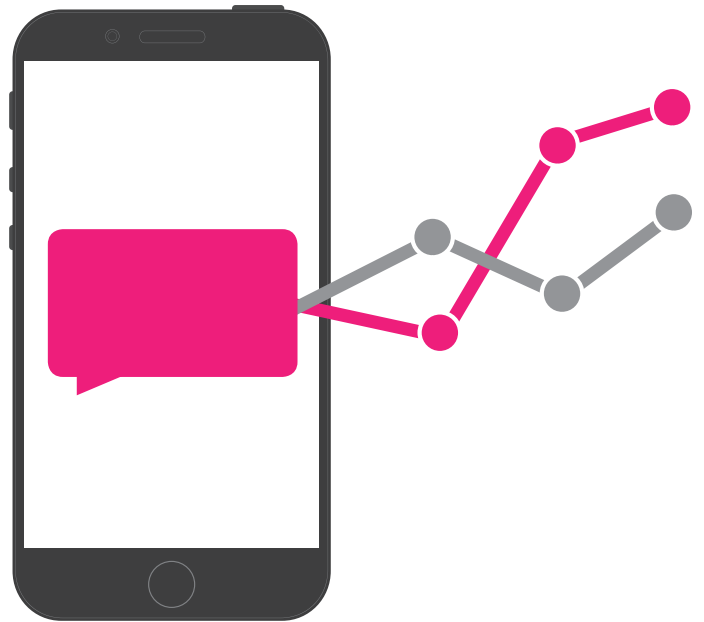
Use just 20 characters

You might be sending customers to a specific page on your website which has a really long URL (http://www.reallyreallylongwebsitename. co.uk/even-longer-other-name), whilst you'd love to include a direct link for your customers you don't want to use up all of your characters. By using our URL shortner, we make sure you'll never use more than 20 characters per link so no need to worry about how long your link is.

Track response

With intelligent text tracking we can show you how many click throughs you get from your campaigns. It gets more intelligent than that – we'll also tell you who clicked, at what time and using what device.

Also, if you're tracking ecommerce in Google Analytics, you can actually track how many sales you're getting from SMS too!

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WE INTEGRATE WITH OTHERS

When you're busy running your own company, it can be difficult keeping your customers informed at all stages. SMS can help.

By now we're sure you've become a pro at using your FireText SMS account, let's take it one step further and think about integrating SMS into your existing software.

Maybe you run a busy online shop, you'll want to keep your customers updated of their order process. Perhaps you run a restaurant and want to send a quick reminder so your diners don't forget to show up.

SMS is not only effective, but is highly reliable too.

With the FireText SMS API, you can integrate your FireText account quickly and easily into your existing system. When an order is placed, let your system automatically notify your customers by SMS or configure your software to automatically send reminders.

Integrating SMS within your application can save you time whilst boosting your customers experience.

Communication is king for a successful business.

Existing Integrations

zapier   zendesk   *Eventbrite*   freshdesk   Infusionsoft.

Gmail   slack   itris   Constant Contact   Campaign Monitor

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MANAGE SMS FROM EMAIL

With FireText you can instantly send SMS text messages via your favourite email client. Send text messages to multiple recipients and get replies direct to your inbox.

Simply compose an e-mail in the usual manner and send it to the FireText Email to SMS address. Instantly your email is converted and sent as a text message to your customer. They can even reply straight from their mobile to your E-mail inbox.

Email to SMS tip

You can put your senderID in the subject line and control where your text message content ends by adding two hyphens (--). This stops you from sending your complete email trail or unwanted email signature.

Getting your account set-up to send SMS from your email account can be done in a flash. You can get full details on this, including a step-by-step guide on the Email to SMS feature page.

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LAST WORD...

If you're looking for a way to communicate and engage with customers old and new then you've found it. SMS is simple, fast and gets results by improving customer service and increasing business.

In this guide, we've explored some of the great features and uses of SMS for your business, these are by no means definitive so please get in touch to discuss how SMS can work for you.

LET'S CHAT

Don't worry if you still have some questions; at FireText we're always talking SMS.

We'd love to talk to you. You can get in touch on:

Text us
HELLO to 82228

Talk to us
0800 038 55 22

Visit us
www.firetext.co.uk

Write to us
hello@firetext.co.uk

Join the conversation