



## SMS MARKETING GUIDE

Everything you need to know about SMS marketing for your event, conference or meeting.

Including tips, ideas and success stories.

# Hello...

As mobile devices continue to develop and we become more and more reliant on them for both our work and social lives; it's becoming increasingly important to ensure you have mobile included in your marketing mix.

From checking your bank balance or shopping to searching for the best restaurant to eat in. Our mobile phones are now the source of all information and PCs are becoming less and less important. In fact, mobile internet browsing overtook desktop in 2014 meaning mobile marketing is more important than ever.

FireText is a UK-based team of developers, problem solvers, marketers, tinkerers, all working around the clock to offer the most powerful text marketing platform...for you!

Whether you're brand new to SMS marketing or a texting pro, we offer outstanding support and advice to guide you through your campaign.

We are Eventbrite's only UK partners and use a simple integration to enable users to import their guest list and contact all guests in an instant. So, if you're looking for a cost-effective solution to increase customer engagement and boost attendance at your next event, SMS won't disappoint.

## **How many text messages do you receive that you don't open?**

### **Read on for:**

- How to make SMS marketing work.
- Five ways SMS can boost your event.
- Success Story - Boost event attendance with SMS.

The FireText Team

# The Stats



**91%**

of mobile phone owners use their device for SMS

You know you're communicating with customers in a way they know and love.

Smart Insights, 2013

**98%**

of SMS messages are opened

You can guarantee your message will be opened and read.

Frost & Sullivan, 2011

**94%**

of SMS are read within 5 minutes of being received

Perfect for time bound campaigns!

Ofcom, 2012

OVER **62%**

of UK adults own a smartphone

And growing...enrich your messages with URL links to online content.

ComScore, 2013

**75%**

of smartphone users like to receive offers by SMS

Give your customers what they want.

YouGovPLC, 2010

**81%**

of adults keep their mobile switched on 24/7

Send your campaign with confidence that it will be seen.

Media Ofcom, 2011

# SMS Marketing – how to make it work

SMS marketing is fast, cost-effective and personal – it's no wonder it's becoming increasingly popular with businesses of all sizes, but it's important to use it well.

It's easy and convenient to use your mobile phone for everything you used to use your PC for i.e. email and browsing and with the number of smartphone users increasing this trend is set to continue. Consumers, however are used to receiving email marketing and are becoming immune to it, there is no need to read them straight away and therefore they don't prompt an instant response, if at all.

With a 98% open rate, SMS is clearly the most reliable way to ensure your message gets seen on a mobile device. You can be personal and straight to the point in a text message, everyone knows how to read and reply to them and they don't take up too much of their time.

When you send an SMS, you're delivering a message straight to the customer's pocket. Knowing that over 94% of text messages are read within 5 seconds of being received, if you need an instant response you can rely on SMS to deliver.

You need to ensure your customers want to receive the messages; if you send an unwanted text you will do your business more harm than good. You can contact customers you've interacted with previously or let your customers opt-in to your mailing list to ensure good quality data – give your customers a reason to opt in – e.g. to receive special offers or join a 'VIP club'.

Likewise, always provide an opt-out. It may hurt your pride if someone decides they'd no longer like to receive your offers, but it will hurt your reputation more if you don't give customers the option. Don't focus on the opt-outs, put your energy into providing irresistible offers to the customers who do want to hear from you.

Later in this guide, we'll give you some examples on how to use SMS to boost your event.

At just 160 characters, SMS may be small but is certainly powerful and a versatile tool for every business.

# Who's using SMS marketing?

“FireText are brilliant! Messages are scheduled and sent in super quick time.”

**SNOWBOMBING**

Simon Goodwin  
Snowbombing



Becky Palmer  
Collaborate Cornwall

“The event started on time without an empty seat, and finished with great feedback on our customer service and communication.”

“From first enquiry to the midst of our SMS campaign, FireText has been fantastic to work with - responsive, creative, professional - and very, very helpful.”



Mark Jones  
Outset Plymouth



Joanna Davies  
Black White Denim

“FireText makes communicating with my highly valued customers so easy. Its great value, simple to use and delivers great results.”

# 5 ways SMS can boost your event

This is by no means a definitive list of how to use SMS for your event; but hopefully it will help get your creative ideas flowing!

## 1 Save Time & Money

At just 4p a message, putting together an SMS campaign is extremely cost-effective. You only pay for the messages sent and unlike costly flyers and adverts; it takes just a few minutes to send out a message to your entire database. You may not get a chance to organise the message at the right time to send, don't worry, you can schedule the message to go out at an appropriate time.

Hello Hannah! To beat the winter blues we're offering a free bottle of wine for every table of two during November at The Riverview Restaurant, call 01234 567890 to book a table. Text STOP to 82228 to opt-out

## 2 Remind Guests

Being the super-organised event planner that you are, your invitations were sent out months in advance. Guests may have RSVP'd but as the event gets closer it's likely they'll forget the details. A personalised text message a few days before will not only remind them of the all-important details but will also start to raise excitement for your event.

Hello Kate, the champagne is on ice and we're looking forward to seeing you tomorrow. Doors open at 7pm. There's free parking on site. See you there!

## 3 Confirm Details

Send directions, start time or ticket numbers straight to your guests pocket to ensure a smooth and prompt start to your event.

Hello Kate, you're booked in to the 5pm screening tomorrow, doors open at 4:30pm. We look forward to seeing you there. Need directions? [www.map.com](http://www.map.com)

## 4 Change Schedule

Rain, traffic at the venue or last minute schedule change? Your guests are already on the way and you need to get a message to them quickly. Contact your entire guest list instantly with an SMS to make sure they are kept up to date.

Hello Kate, we're going ahead in the rain so wrap up warm and bring your wellies! See you this evening. If you have any questions give us a call 01326 620000

## 5 Gain Feedback

Why not open up communication after the event? By sending a follow-up message, you're allowing

We hope you enjoyed the event yesterday, we'd love to hear what you thought! Reply YES to take a short survey and let us know how we did. Thanks!

attendees to engage with you further. Not only is a great way of getting feedback and demonstrating your excellent customer service to make sure they come back, but this will also give you the opportunity to gain some valuable feedback for your next event.

# Boost event attendance with SMS

If you need some inspiration on how to use SMS in event planning, take a look at this case study on how Partner to Succeed used SMS to help market their event and boost attendance at their recent Collaborative Cornwall business conference.

## The Objective

- To increase attendance at the Collaborate Cornwall business conference
- To improve communication with guests pre and post event

## The Plan

A mobile number was collected from each guest on registration so the team could easily compile a contact group specifically for this event. A message was sent to attendees both before the event; to increase attendance and provide useful information, as well as following the event; to gain feedback and enhance the customer experience.

The conference was held in an exciting cinema venue and Partner to Succeed wanted to convey this in their message. The aim was not only to remind guests of start time and provide useful directions but also to increase attendance with an enthusiastic message.

The follow on message was sent at the end of the day whilst thoughts and memories of the event were still fresh in guest's minds. It left a positive image of the company and opened up communication enabling the team to gain crucial feedback for their next event.

## The Message

### Pre Event

Hey Kate. The red carpet is out! The premiere of Collaborate Cornwall 2012 is showing tomorrow at the Lighthouse Cinema, Newquay and you are on the guest list. We look forward to welcoming you from 9am-9.30am. Map to Mount Wise Car Park <http://fts.ms/I7Jqj9>. The Partner to Succeed team.

### Post Event

Wow – What a day? We hope you found Collaborate Cornwall 2012 a useful and informative event. We'd love to get your feedback – please feel free to send your comments by replying to this message. Thanks for attending! The Partner to Succeed team.

## The Results

Becky Palmer, event organiser said:

“The event started on time without an empty seat, and finished with great feedback on our customer service and communication.”

Amongst the feedback was a testimonial from Chris Phillips, Unlocking Potential, who attended the event.

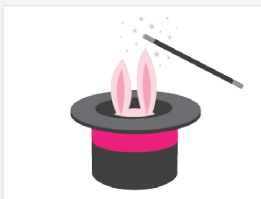
“The text was fantastic, it was short but included all the important details I needed – even a map to the venue! Great service.”

# Last Word...

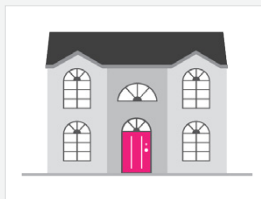
If you're looking for a way to communicate and engage with customers old and new then you've found it. SMS is simple, fast and gets results by improving customer service and increasing business.

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

## Easy online SMS marketing for every type of business...



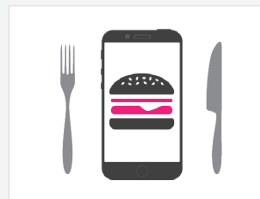
Recruitment Agencies



Estate Agents



Retail Shops



Restaurants



Hotels & Guest Houses

## You're in great company...





# 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

**firetext.co.uk**

Write to us

**hello@firetext.co.uk**

Join the conversation

