

SMS MARKETING GUIDE

Everything you need to know on using SMS keywords to boost your database, collect contacts and engage with customers.

Including tips, ideas and success stories.

Introduction.

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 currently working with restaurants, large and small, across the UK from Pizza Hut to Paul Ainsworth's Michelin starred No.6 Restaurant and have seen some fantastic results. So, if you're looking for a cost-effective solution to increase customer engagement and fill your restaurant, with a 98% open rate, SMS won't disappoint.

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

Read on for:

- What is a keyword?
- Collect contacts & grow your database
- Where to advertise your keywords
- Success Story – Little Nan's Pop-Up Cocktail Bar

The FireText Team

What is a keyword?

A keyword is simply a word associated with your business which customers can use to easily get in touch with you on our memorable short code number.

You can use it as a quick and simple call-to-action across all of your marketing campaigns on and offline. From leaflets, company vans, business cards and print advertisements to your website, social media and radio campaigns – you can advertise it absolutely everywhere!

All enquiries to your keyword go straight to you so you can offer the shortcode as a simple and easy way for customers to reach you.

Why do I need one?

First and foremost you will show yourself as a forward thinking company by adding mobile to your marketing mix.

Advertising a keyword will generate leads and help build your opt-in database by enabling customers, who are interested in your products and services, to sign up to offers and promotions from you. It makes the process of building your database of contacts quick and easy for both you and your customers.

Sending a text is not only a cost effective way for customers to contact you but also can be done at a time and place that's convenient.

How will I use it?

Promote it with your contact details and anywhere you use a call to action – print advertising, in your store, website, business cards, menu's – anywhere and everywhere!



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 can even pop a basic form on your website or Facebook page and grab numbers there.

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

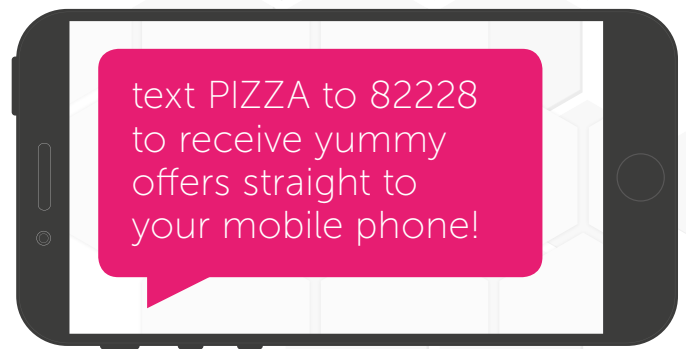
A great way to build a list of contacts is to use an SMS keyword. Advertise your keyword and ask your customers to text in to subscribe.

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

How does it work?

You choose a relevant keyword for your campaign.

Advertise this on all of your marketing material, your website, social media, at events – anywhere and everywhere – instructing customers to sign up to your mailing list by texting in your keyword. Don't forget an enticing call to action.



E.G. "text PIZZA to 82228 to receive yummy offers straight to your mobile phone!"

Customer is automatically added to your FireText meaning you can start building your lists and then send them all your exciting news and updates straight to their SMS inbox!

TIP: Set up an auto-reply so you can confirm user has been added instantly and showcase your excellent customer service.

Why is this useful?

Sending a text message is simple and easy for the customer, meaning they are more likely to join your subscriber list.

Customers opt-in to both SMS marketing lists with one message, meaning you have captured their data instantly.

There are no lists to upload or data to input into your account as the text message adds all the details you need to your FireText account.

Where to advertise your keyword

If the question is where should you advertise your text keyword? The answer is definitely – everywhere!

Of course the more places you promote, the more it will be seen but I'm going to go into a little more detail on just a few of the best places to promote your keyword...

Print Adverts & Flyers – if you're already advertising, an SMS campaign will complement this. You already advertise your contact number and email address, simply add your keyword and wait for the text subscribers to start flooding in!

Radio/TV adverts – most people have their phones within arms-reach 24/7, however, if an advert is only 20 seconds long you don't always have time to take down the number or web address from TV/radio adverts. Offering text as a call to action gives listeners an easy way of getting in touch whilst you are fresh in their mind.

Menu – probably the most read literature in your establishment. Customers spend a lot of time reading and re-reading your menu before deciding what to go for. Add your keyword and encourage them to sign up to receive further offers.

Shop Window – you're not open and there's nobody to answer the phone. Offer your keyword as an alternative way to get in touch. You can set up an auto reply to let them know their enquiry will be answered shortly providing them with an instant response.

Website / Social Media – encourage your online audience to sign up to your subscriber list allowing you to contact them in an instant.

Business Cards / Email Signature – provide a simple and instant alternative for customers to get in touch, SMS is still the most popular form of communication in the UK, let's make sure we're using it!

Company Vehicles – they are usually on the move so it can be difficult to take down details as they drive past. A keyword and memorable short code like 82228 are much easier to remember than a full mobile number.

Receipts – print your keyword on the back of till receipts, not only does every customer take one away with them but they usually hang around as well!

Event Stands – an event is a great place to network with existing and potential customers and sign them up to your subscriber list. Traditionally it's been done manually with customers writing their email address down and then finding the time to copy these into your system (if you can read the handwriting!) Ask them to text their email address to your keyword whilst you chat instantly adding them to your database.

Text MOBILE followed by your email address to 82228 to receive exclusive offers and updates!

Once you've decided where to advertise your keyword, make sure you give your audience a clear call to action and reason to join your list

Success Story: Little Nan's

Using a single communication method for every broadcast can limit your reach and means your message might not always get through to your audience; to get the best results it's all about making your communication channels work together.

Tristan Scutt is proud owner and Grandson at Little Nan's; London's 'Best Pop-Up Bar'*. Little Nans has popped up in various locations around London spoiling the celebrating sector with cocktails in teapots in a kitsch vintage surrounding. With the launch of a permanent venue, Little Nan's Tropical Den, in October Tristan knew he needed to up his game to make the launch a success.

The Objective

- Grow email and SMS database
- Find a new way of communicating with new and existing customers
- Fill the bar on launch night
- Capture new leads for future marketing

The Plan

Tristan had used SMS marketing before and knew he had to include it in his marketing plan. He also knew he had to make the most of the engaged email readers he already had. Now he wanted to find a way to make all his communication methods work well together. The launch night needed to be big to ensure they secured a permanent location for the bar so growing his audience for promotion was key.

Tristan wanted to increase his audience and then send regular communication to them by SMS and email in the weeks leading up to the launch

night so to start he set-up a text keyword: NAN on the FireText shortcode; 82228. The Constant Contact / FireText integration meant that by asking customers to text the keyword followed by their email address to 82228 the number would be automatically added to their FireText account and their email address added straight into their Constant Contact account, so collecting data was the easy bit.

Tristan promoted the text keyword all over his social media sites and encouraged customers to text in with their details in exchange for a password for a candy shot at the launch. The password was sent out automatically via text auto-reply.

In addition to collecting contacts by text, Tristan set-up a competition with Constant Contact which captured even more data and offered customers to 'Win a night on Nan'

As customers started to text in to the keyword and sign-up to the competition, Tristan's SMS and email lists were growing. He set up regular SMS campaigns to his new mobile contacts and designed awesome emails to send out in the lead up to launch weekend.

With all his data coming in, Tristan started to build excitement with weekly updates on the launch by SMS and email to encourage people to reserve their tables.

Continued overleaf...

From Tristan

“ Little Nan’s Bar is usually in secret speak easy locations, I am constantly thinking of new ways to promote the business to new customers whilst reminding existing customers that we are here. With lots of new business’s opening up all the time, and loads of opening for people to attend, I found the integration between FireText and Constant Contact a great help in reminding our existing customers that we are here and about to open up a new location whilst the Text Nan campaign gave new customers a sense of belonging in the Little Nan’s family. ”

What happened?

Over the opening weekend, more than 200 people visited Little Nan’s Tropical Den, what’s more he now he has loads of eager customers subscribed to his updates for future marketing.

Increased email subscribers by

19%

Increased SMS database by

31%

Improved email campaign click through rate to an average of

10%

OVER

200

guests visited over the launch weekend

OVER

100

candy shots claimed

82 NEW

Facebook likes

213 ENTRIES

to ‘Win a night on Nan’ competition

Permanent location secured

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

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

