

Text Message Marketing Expert Reveals Secrets on Implementing Texting in 2023



Our Speakers



Dave Asheim

Engage by Cell



Ken Tucker

Changescape



About Changescape

- Founded in 2005 by Ken Tucker
- Focus on Marketing Strategy, Branding and Presence, and Lead Generation
- Websites | Social Media | Search Engine Optimization | Lead Generation | Marketing Automation



About Engage by Cell

- Cloud-based, mobile-focused
- 15 years in business
- 4,000 clients worldwide
- Provides easy to use text messaging platform

A FEW CLIENTS

Bloomberg

**CertaPro
Painters**

**Banner
Health**

Firekeepers
Casino Hotel

Tufts
Medicine

Goodwill

**KAISER
PERMANENTE**

Middlesex County
Workforce
Development

Mary Kay

Michelin

University of Miami

Lone Star
College

Dana-Farber
Cancer Institute

CASA

Museum of the
African Diaspora

NYC Health
Hospitals

USPS

Smithsonian
Institute



Permissions!

To avoid spamming and keep the integrity of text message communications **ALWAYS GET PERMISSIONS AND ADD OPT-OUT LANGUAGE** and stay compliant referencing resources provided by the FCC, CTIA, TCPA, etc.

Wireless Industry Commitment

Messaging Principles & Best Practices.

The [Messaging Principles and Best Practices](#) (Principles and Best Practices) is a set of voluntary best practices developed by CTIA's member companies throughout the wireless messaging ecosystem. These Principles and Best Practices identify parameters for facilitating the exchange via transmission, storage, and retrieval (exchange) of Consumer (Person-to-Person (P2P)) and Non-Consumer (Application-to-Person (A2P)) messages via Wireless Provider messaging networks while protecting Consumers from Unwanted Messages.

What makes text messaging so powerful?

- SMS is the most used data service in the world
- Texts have a 90% + open rate vs. 20% email open rate.
- Preferred method of communication for many
- User control: easy opt in and out of various lists



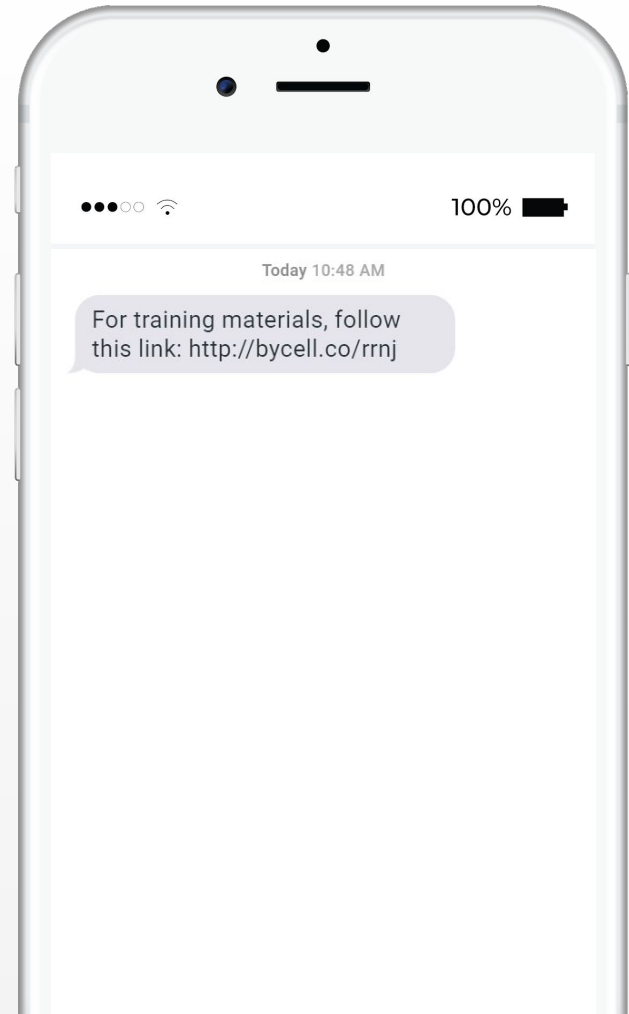
Try it out!

Text **DEMO** to **56512** or
scan the QR code and
press send!



What are you trying to accomplish?

- Build lists for future engagements
- Get people to read, then act!
- Direct people to content:
 - training materials
 - urgent messages
 - promotions
 - alerts
 - reminders
 - weather
 - events
 - donations



How does it work?

Users can text in to join a list

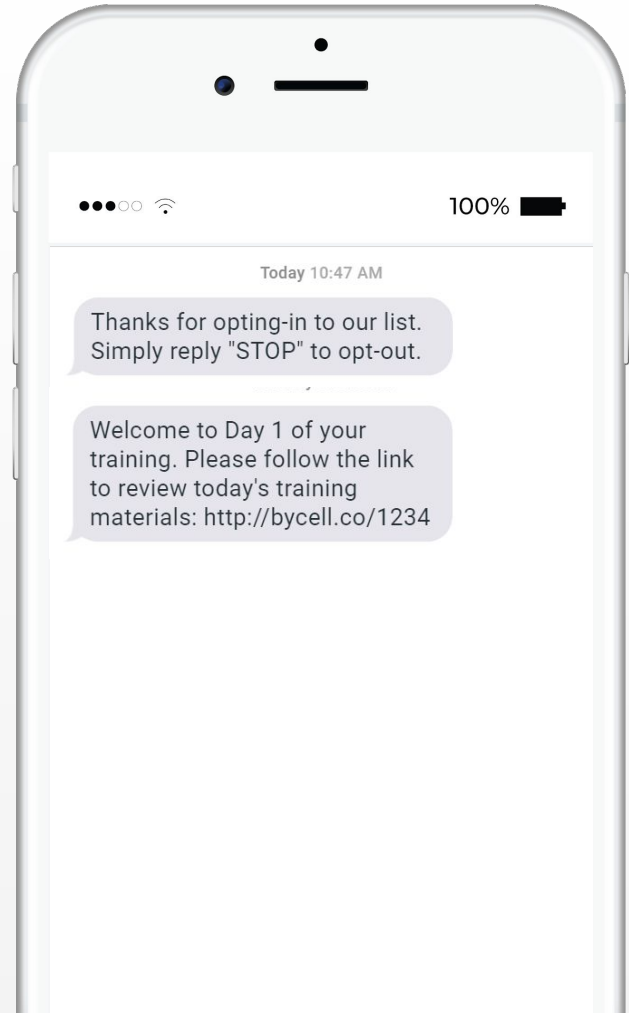
- They automatically get a message back with a thank you, link, etc.

OR

You push out a text to an existing list

- With information and/or a link or ask them to respond

Now you will receive a sample text!



Tips from Ken



Text Widget instead of a chat widget on the website

- Keeps conversations going after the visitor leaves your website—unlike email
- Doesn't require live monitoring
- Missed Call Text Back - immediately send a text after a missed phone call

Tips from Ken



Contact Customers Before They Go Somewhere Else!

- Speed of response is critical to winning business or getting action
- 62% of calls to SMBs go unanswered!
- 50%-78% of leads go with the vendor that responds first
- Businesses who contact a lead within the first hour are 7 times more likely to qualify the lead than businesses who respond within two hours

Sources: Hubspot, Lead Connect

Source: Harvard Business Review



Tips from Ken

- Operational benefits such as Appointment Reminders
- Review requests
- Database reactivations
- Customer support
- FAQ's

The Setup: Figure out your Slow Day



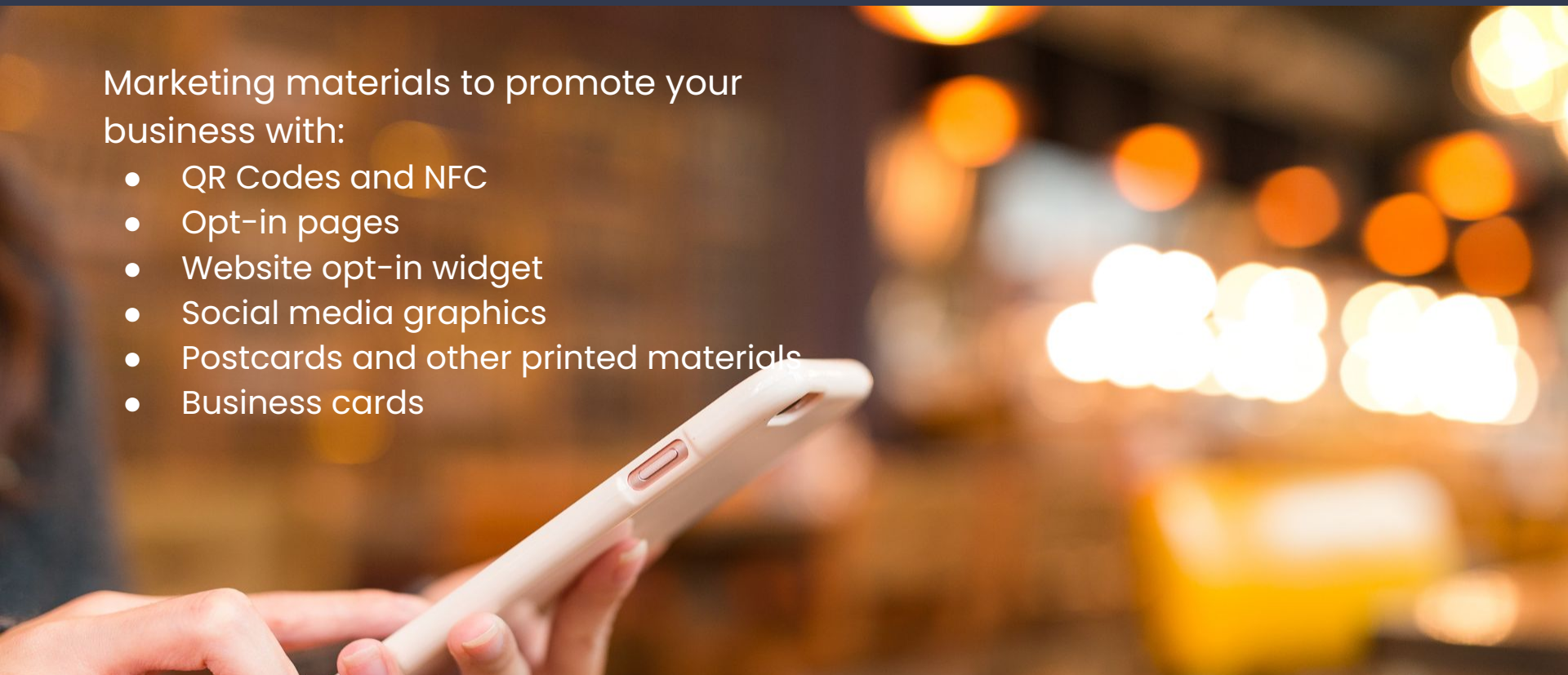
The Setup: Determine "Core 4" Products or Services



The Setup: Start an SMS List of Your Best Customers

Marketing materials to promote your business with:

- QR Codes and NFC
- Opt-in pages
- Website opt-in widget
- Social media graphics
- Postcards and other printed materials
- Business cards



4 Key Message Types

Proven Business Generating Text Message Broadcasts.

Scarcity Based

[B+K Dentistry] We have 4 Teeth Whitening Openings this week at the special price of \$25. Call (555) 555-5555 to book one now!

Discount Based

[Sal's Pizza] We just opened up our Tuesday 10% off deal. Call us now at (555) 555-5555 and use code "Jan20" to claim 10% off your order.

Event Based

[Darla Dance] This Thursday - Dance Bootcamp with the Fabula Dance Company Call (555) 555-5555 to reserve your spot!

"Bait to Bigger Sale" Based

[Tranquility Spa] We're have offering a free skin care package with our medical grade facial to the next 4 clients. Call (555) 555-5555 to book one now!

xfinity

JOIN US!

August 18th in Memphis

Text in **MEMPHIS** to **56512** or
scan this QR code and press send
to for more details and prizes!



Join Us!

Sign up for our text messaging list and get notified about upcoming events, promotions, coupons, and new menu items!

To join, text
RESTAURANT
at **56512**



The Mobile TOUR


Giving César Chávez Park a Voice

The GPS-guided tour takes off with a **Bird's-Eye Flyover** of Chávez Park.

Along the path, listen to short and uplifting vignettes on social justice, nature, and saving the earth. Finally, at the tribute site, we honor the synergy of our social justice warriors:



DOLORES HUERTA & CÉSAR CHÁVEZ



**To Access Mobile Tour
SCAN QR CODE**



OR

text "HOPE" to
#1-833-439-0133



**Watch
Bird's-eye
Video
Here**

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Government > Departments > Department of Business Innovation, Education and Opportunity > Office of Career Opportunity >

Text Workforce to 56512

Font Size: + -

Workforce Development Goes Mobile!

Find out how to gain access to training programs and other services provided by our One Stop Career Centers in New Brunswick and Perth Amboy. Adults, Dislocated Workers, and Out of School Youth (ages 16-24) can find the latest information on career exploration, labor market information, job opportunities, literacy classes, and training programs.

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- Employability Skills Training
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- Goodwill Stories

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OR
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CIN to 20222**



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- Jerry and Diane Burch pledged \$35
- Remound and Debra Wright pledged \$150
- Neil Anderson pledged \$50
- David Arnold pledged \$100
- Tom Antisdel pledged \$100
- Christine Moore pledged \$25
- E Victoria pledged \$50



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Final Thoughts

- Be respectful, don't over message
- Most of your customers are already texting
- Don't let personal biases prevent you from text marketing
- Great way to get new customers, get customers to come back more often, and spend more

**We want to
hear from
you!**

*Enter your questions and
thoughts in the chat! Be sure
you are sending to
"everyone."*

How can we help?

Start a **FREE 14 day Text Messaging pilot** with Engage by Cell!

Book a **FREE discovery call** with Ken on marketing strategy and tools!

Thank you!



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