



# TEXT MESSAGE MARKETING

## WHY TEXT MESSAGE MARKETING?

- Improves response to current advertising/direct response marketing efforts.
- The Direct Marketing Association reports that response to text message marketing ranges between 12 and 27%!
- The software system captures data and stores in a database for future marketing.
- Provides the ability to remarket to an already OPTED-IN and interested customer with the potential for multiple messaging/marketing opportunities.
- The software system has numerous mechanisms to tracking responses per campaign to measure effectiveness and ROI.
- Almost 40% of U.S. adults already prefer text message advertising to television or radio.
- Over 94% of text messages are read.
- Text message marketing has a 43% message recall rate.



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## WHO TEXTS?

- The strongest age demos for active texters are adults 18 – 54.
- 92.5 million Americans actively text.
- 80% of consumers have their cell phones with them at all times.
- Over 350 BILLION text messages were sent in the U.S. in 2008
- In the second quarter of 2008, texting outpaced phone calls for the first time in the history of the U.S.
- Almost 90% of U.S. companies are predicted to adopt text message marketing.
- Almost one-third of U.S. companies plan to move at least 10% of their marketing budget to text messaging.
- More than HALF of adult mobile phone users would prefer to see ads in the form of text messages.



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## HOW DOES IT WORK?

- It is integrated into your current advertising, including TV, radio, print, TV, and the internet.
- Advertiser creates an offer and asks for a text message response.
- Potential customer replies by texting a specific word (called a keyword) to a short number (called a shortcode) that directs the message to the subscriber's mobile marketing database.
- The system captures the data and automatically responds with the message that the advertiser (or Edge Media) has created in advance to go out to those responding to the ad.
- The advertiser can then follow up on the leads with additional messages if he/she desires.
- The system can handle coupon delivery, sales offers, time sensitive information, contests, links to websites, etc.
- The stored database will continue to grow and provide a remarketing opportunity.
- The database is sortable by campaign (keyword) to further assist in tracking effectiveness and customer preferences.



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## HOW DO WE IMPLEMENT?

- This can be as simple as hands-free, where we help create the mobile marketing concepts, write the copy, and set up all of the back-end work, manage the campaign sends, and then report back to you.
- It can be hands-on if you prefer. We can set up an online account for you similar to online banking.
- You will have your own account, manage your own keywords and messages, and be able to send out your marketing messages whenever you desire.
- We would be happy to set up a webinar to walk you thru the online mobile marketing system.
- We can provide training to your staff so that they are comfortable using the system.
- We can have your mobile campaign fully functional in 48 hours.



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## IS IT REALLY THAT INEXPENSIVE?

**YES!** We will customize a program based on YOUR needs and keep it well within your budget!

**Let's put it this way** - The text message is a whole lot cheaper than the cost of a postage stamp, and a whole lot more likely to get read and responded to.

To help us create the best pricing package for you, let us know the following:

- 1) Do you want us to manage the campaign, or do you want to?
- 2) How many message do you anticipate receiving in the beginning?
- 3) How many times do you want to re-market to your list during the month?
- 4) Will you be remarketing the opportunity to clients?



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## SHOW ME!

**SAMPLE:** You own McDonalds' franchises. You include your text offer in all of your existing advertising.

**Sample advertising message:** "Hey! Enter to win a YEAR of McDonald's great food! All you have to do is VOTE for your favorite sandwich! Text EMVOTE to 81024 start the vote and enter the contest. Text EMVOTE to 81024"

The customer then texts in, and the system walks the customer thru a series of opportunities via text including voting for their favorite sandwich, taking a survey, sending the contest opportunity to a friend, joining a Perks Club for regular discounts, and downloading a coupon for their favorite sandwich.

Mobile marketing provides a unique opportunity to interact with customers, get product feedback, and create a direct response to a marketing message.