

## Texting Profits – for Network Marketers and other Small Business Owners



By Gerard Fairley

[Contact me](#) for developing a winning Text Marketing Strategy for your business.

SMS Text messaging is fast becoming the most effective marketing and advertising medium because it allows business owners to engage their customers and extended network... instantly....and with minimal cost.

*Text Message Marketing is one of the most cost effective ways to reach your customers. It is direct, motivating, fast and easy.*

This program is written for the Home Based Business owner in Mind. You may already have a home business (where you are already selling a product or service); or you are thinking of starting one. This program and strategy can also help you to recruit a massive network for your MLM or Network Marketing company (Amway, Herbalife, 5Linx, etc). More importantly, a key component of this program is easy and affordable access to 200, 000 quality Leads each and every month (We will talk more about that later). Regardless of the exact type of home based business you have or eventually get into, you still need the same basic elements. → Qualified Leads and an effective Marketing strategy with the emphasis on the Mobile Internet.

Texting also allows you to communicate almost instantly with your downline about an upcoming webinar, conference call or training session. A potential subscriber can text a keyword ...signaling their readiness to buy your program or product and instantly you can be notified by text or email alert. So Texting is much more than Marketing (and selling) ...it's a way to be intimately connected to your

network...which consists of customers, *potential* customers, sponsors, upline, and downline; and then easily share information within this network.

SMS Text Messaging is the most widely used data application in the world, with 3.6 billion active users, or 78% of all mobile phone subscribers. The term “SMS” is used as a synonym for all types of short text messaging, as well as the user activity itself, in many parts of the world. SMS is also being used as a form of direct marketing known as SMS marketing. ~[wikipedia](#)

Millions of people all over the world have the ability to receive text messages and that is why text messaging will become one of the largest and most effective ways to market and advertise. We are faced with the most challenging economic times of our generation and it is crucial that every marketing platform is utilized in order to effectively help grow your business. Because of the fast paced development of technology, businesses need to know how to keep up with the most innovative marketing strategies now more than ever and need to stay a step ahead of their competition.

Nearly everyone in your network will be viewing your texts (and email) on their smartphone. All smartphones (iPhone, Android, etc.) are usually connected to the Internet with some kind of data plan. Text Message Marketing, in effect, is your most basic and reliable form of ***Mobile Internet Marketing***. More and more people are reading the email on their cellphones too, so your email has to be mobile optimized as well. Your customer should be able to buy your product, call you, text you, or email you right from your mobile landing pages (that you are sending to them via at text).



**. Facts about text message marketing:**

- According to CTIA, the wireless industry trade group, more than 3.5 billion text messages are sent and received every day.
- 91% of Americans have cell phones
- 97% of SMS marketing messages are opened
- Of the 97% of opened SMS marketing messages, 83% are read within an hour.
- Cellphones are the form of communication that most people are tethered to 24 hours a day, 7 days a week.

### The impact of Mobile Optimization on Marketing Strategies

We are not just sending text messages and selling stuff, but we are showing you how smart & strategic text marketing can get existing customers and new potential ones a way to find out more about your business. Texting also gives you a way to instantly communicate with your entire downline (Multi-Level Marketing and Network Marketing Companies); upcoming training webinars, conferences, special contests or deals. By combining your text message marketing campaign with a mobile optimized website you are able to provide customers with information when you want to and they can get information when they want to. Either way, you are in control of that information. Most websites you see now are only optimized for viewing on a desktop computer (or laptop). A mobile optimized webpage or landing page is simply a website that is configured for smaller device screens like cellphones, tablets *and* larger screens like laptops and desk tops. More than 60% of your traffic will come from mobile devices. Because people use cellphones and tablets to passively view content and search the Internet for things that they plan to do or buy in the future.

Marketing is about finding the most effective way to reach out to get your message to current and potential customers. Wireless penetration according to a recent

Nielson report reported that wireless penetration is **102.4%** and climbing in the United States. The reach of this tool out to existing and potential customers is unprecedented. Its wide adoption is because of its:

- simplicity
- unbiased reach

Social media is a popular and powerful outlet because it encourages a dialogue between your company and the public at large. Twitter is my social network of choice, because it's built on a mobile experience first. But the biggest drawback with spending most of your time marketing thru these channels is that your user has to be signed into the network, in order to see your marketing materials. This material still has to compete with all of the other marketing stuff that they will be bombarded with as soon as they login. But with a text, you have direct and immediate access to your customer...there is no buffer.

### **Email and Texting is based on Permission Marketing**

Permission marketing is a form of marketing by which your customers give their explicit permission to be marketed to. This can be via an online opt-in form, contest entries, or in the most popular case of SMS marketing, by texting a particular keyword to a shortcode. We'll talk more about that shortly.

Contrary to it's "evil brother", interruption marketing is the opposite method of marketing by which marketers make their best efforts to trying and interrupt whomever they can in hopes that they'll listen to a given promotional message. This alternative to permission marketing has become a mainstream way to advertise as we're all hit with it everyday.

We as consumers are exposed to over 3,000 hits of interruption marketing on a daily basis. To combat all these messages fighting for our attention, we have developed a "hard outer shell" to block out these unwanted messages. That's why we're now seeing more provocative and over-the-top ads in this day and age. They're all trying to get us to pay attention!

So how does permission marketing pass through that shell? It does so by only marketing to people who care and have opted in to hear what a particular business has to say. That's one of the core reasons why SMS marketing is so powerful.

There are several reasons why SMS marketing is so powerful and it's the culmination of these reasons that make it so appealing to businesses and organizations across the globe. Let's look at some of biggest reasons.

1. It's permission based. Just like what we discussed in the last section, you can only send SMS marketing messages to customers that have opted in to hear what your business has to say. This makes your SMS marketing list extremely concentrated as it contains only people who are customers and plan on patronizing your business, usually on some sort of regular basis.
2. It's a mass communication tool. Just about everyone has a cell phone today and it's more than likely that all of those phones can receive text messages. SMS marketing allows you to touch all of subscribers with the click of a button.
3. It's instant. Text messages are sent and received in a matter of seconds. Think about how powerful that is alone. SMS marketing allows you to control the exact time and date that your customers read your promotions.
4. It's trackable. One of the awesome things about SMS marketing is that it allows you to easily measure what messages/promos are working and which ones aren't. This not only allows you to be constantly improving your text campaigns but also helps you to improve your marketing messages across all other streams of marketing.

### **How does text differ from email?**

Text Messaging works very well with Email Marketing.. Text Message Marketing is Email Marketing's younger, stronger and more aggressive brother. When I say aggressive, I mean that a text intrudes more *strongly* into your customer's personal space (their mobile device).

Text Message marketing is much like email marketing in that businesses can use a service to send bulk, one-time messages to their subscribers, create auto responders

and drip campaigns, separate customers into lists, and personalize content. But text message marketing differs from email marketing in a number of ways.

Text message marketing is more closely regulated than email marketing. List advertisements and opt-in confirmations, for example, must contain certain language in order to be in compliance or marketers risk fines. So it is important to keep up to date with best practices and adhere to them always. (We'll cover these regulations a little later.)

Text marketing messages are limited to 160 plain-text characters and do not contain images. The only way to include visuals is to link to mobile-optimized landing pages with more information. Text messaging costs more to send, but offers open and response rates that are dramatically higher than email

(90% for SMS ° vs. 48% for the highest average industry open rate for email~).

When it comes to text marketing for your business, you are way beyond using your personal cellphone or mobile device. You have to have a dedicated server (with necessary software), a reputable mobile hosting site to manage and facilitate the delivery of the texts...to fall within strict MMA guidelines This is all necessary to protect the privacy of your customers and the integrity of the list itself. Be very leery of people who want to sell you their text blasting services or lists of mobile cellphone numbers. You can get into legal trouble if these customers have not *opted in* to your text campaign.

A Text Message campaign usually starts with creating a mobile website or landing page. This mobile website can contain the pages of your coupons, services, referrals, pictures, videos and even a retail component. These mobile websites can further be turned into apps that a person can download and “anchor” to their cellphone or mobile device. This gives you even greater access to your customer at all times.

You can control all the data (texts, pictures, video) uploads via a desk top interface (or dashboard) . Thru various campaigns you are able to get people to “opt in” with

their cellphone number. Get people to sign up from their cellphone and immediately be exposed to your compelling offer. This technique is super powerful because it will bring in a lot of new business to you in a very short period of time, and you will have all of those customers and prospects' mobile phone numbers.

### **Why do most Home Based Businesses Fail ?**

Most home based businesses fail because the owner/operator cannot pitch his or her product to enough qualified leads. Typically a home operator can spend upwards of 70% of his time trying to generate qualified leads. Talking to strangers in the grocery store. Going thru their friends and family network. Cold calling. Handing out flyers. Tweeting on Twitter and posting Facebook status updates. Placing ads on Craigslist/BackPages. Making YouTube videos. Blogging and posting your website. Spending money with Google Adwords. This is all done to generate qualified leads. If you are pitching an MLM or Network Marketing product, you need qualified people who are interested in starting their own business. Well we can provide this for you.

We can provide [unlimited B2B](#)...with names, email addresses and telephone numbers. These quality *Business2 Business Leads or Network Marketer, MLM* leads have been generated by you with your own software based on keywords. Now just imagine being able to email and text your offer to 100,000 people each and every month. Can you see how you can easily sign up somebody every week ?



It doesn't even matter the program you are selling really...there are enough quality companies that have a great compensation package in place. All you have to do is be able to pitch your program to enough people and the numbers will take care of

themselves. The crux of this system is delivering a “one two punch” to qualified leads every day...in an automated fashion. The “one two” punch consists of emailing *and* texting your sales page (your offer or program) to your leads. Delivering the same message to your prospect via email and text simultaneously; certainly increases your closing ratio.

You may already have a business that you want to grow, if so great. If you don't have a business yet.....then you have three (3) options.

1. Use this system as your Business (\$200 per day commissions paid daily)
2. Apply this system to another Business (Amway, 5 Linx, etc)
3. Create your own branded Home Based Business product to sell to your leads...

If you want to use this system as your business, then please click [here](#) to find out all of the information you need to get started right away. We show you how to build an entire business around providing leads to other home based business owners, including training, building your downline (and we have a killer compensation plan too).



If you don't want to use this system as your business, you can use your leads to market to any other *reputable* MLM or Network Marketing Company. Below I list the Top 25 Network Marketing companies of 2013 that have been in business at least 10 years.

1. Amway
2. Melaleuca
3. Usana
4. NuSkin



5. Isagenix
6. ForeverLiving
7. Living Shield
8. ACN
9. Herbalife
10. 4 Life
11. Advocate
12. 5 Linx
13. Synergy Worldwide
14. Arbonne
15. Xango
16. Natures Sunshine
17. Morinda
18. Mannatech
19. Shaklee
20. Nikken
21. Sunrider
22. FreeLife
23. Neways
24. JuicePlus
25. GNLD

## **Typical Text Message Marketing Strategy for Home Based Business**

Most likely you don't have any leads yet...so a typical Text Messaging for Home Based Business involves crafting a series of 3-4 initial scheduled automated texts to go out as soon as a new person "opts in" to your data base.

Each text can link to multiple webpages and digital media; carefully planned pre-written texts are the foundation for a solid business text marketing campaign. Now lets suppose that you didn't sign up with us (to get your unlimited leads, training and killer compensation plan), and you are just starting your home based business. So you have no leads to market to. Yeah you can take out your contact list and talk

to friends and family...but for the majority of us; that method produces only mediocre results. So you need leads. So the first thing you would do is create a texting strategy on how to get people to “opt in” to your list. This is where you spend all of your time and energy on...building your initial database. To get this done, you have to:

- Create a webform to collect telephone numbers
- Create a compelling offer or Headline
- Promote it

When a person opts into your list...now he/she is considered a bona fide lead. You can either sell them some supplements or sell them a distributorship package...the choice is yours

#### 1. Welcome thank you

As soon as you customer opts in to your text data base, you want to send out an automated text “Thank you for signing up” text...and this is your opportunity to point them to some kind of sales video or conference call that the company has going on. Or show them a short training video. Don’t try to aggressively sell them at this point...just offer to answer any questions that they may have. You want to build a little trust with them first.

#### 2. Freebie

Your next text should be sent out approximately 3-4 days later. This text should contain some kind of freebie, giveaway or special offer. This must be something of value to the subscriber. Give away some free marketing software tools or free marketing ebooks or reports.

#### 3. Engagement

Now is the time to sell hard ! Upgrade now...limited time only. Your subscriber is still very excited about the business opportunity and products that you have to offer. You want them to buy. Whatever level the subscriber is now, you want them to upgrade.

#### 4. Recruitment and Referrals

This is your opportunity to directly ask your subscribers for referrals. You want this to be an automatic thing...referrals coming in constantly. But this will only

happen if you have tools in place (like this text) to encourage your subscribers to refer new people to you.

Ok, so there you have it. I have just described the typical way you would build your business (if you had no leads) and the types of texts you would send out. This is the long and tedious way. People have to be exposed to your webform and “opt in” ...Perhaps you are lucky and get maybe 5-10 people per day to sign up? After they sign up, then you have to market to them.

But what if I gave you had unlimited leads each and every month ? Just the sheer volume of warm leads, makes the marketing aspect much easier. Well my friend today is your lucky day. I am now going to show you a very simple Texting Strategy that will have money flowing to you like waves on the beach. Forget about working 2-3hrs per day just trying to generate a few legitimate leads to pitch your business to. You can literally have thousands of people every day watching your sales presentation on their cellphones, tablets, laptops and computers.

## **The Texting Profits Machine Strategy -**

*Texting Profits - for Home Based Businesses*



*Turnkey System- we provide 200K monthly Leads*

*How to send out your texts and emails*

I have modified the basic texting strategy, and made it even simpler. Its really great for any small business, but especially for Network Marketing based business. I like these kinds of businesses because you are able to leverage the selling power of a team of individuals; to create and secure forever; lasting residual income for you and your family. What other business allows you to do that ?

## Tools & Resources To Build Your Downline



It's All About Leverage!

With Network Marketing you don't have to have a retail space, stock a lot of inventory, or even start with a lot of cash. You are buying a tried and true formula of success. Most Network Marketing companies will let you buy in for \$100-\$500. The "buy in" gives you an immediate Brand recognition, access to products, marketing tools, product services, training and coaching.

Network Marketing Companies generally have some of the best compensation plans around. There are people in Network Marketing making 6 figure monthly *residual* income. After you sponsor a few individuals into your team, residual income is where you reap the rewards of your past hard work...because your team is out there every day...selling, recruiting and amassing more residual commissions for you... off of their team sales. All you have to do is recruit a few leaders, train them and set them loose on the world.

There are many vendors that sell texting services. The basic requirement for you to make money with this system is for you to have a bulk texting capability and bulk emailing capability. You can The bulk emailing (up to 5,000 daily) will be done with the system that you purchased [here](#). Depending on your level of computer literacy, you can stay as simple as you want, or add more features and refinement to your texting campaigns. Its up to you. I am available for computer /software technical [support](#) via skype and screenshare to assist you in your business. With

the purchase of this ebook+Video program “ Texting Profits Machine”, I am also offering you my consultant services (via email) free for 14days. I really want you to succeed. I will charge only a small fee to do actual work for you, like create your website or load files on your server. But ask me any questions (via email)...about the process and how to implement a strategy specific for your Home Based Business; and I will get back to you usually within 1-2 business days.

*Ok, now back to the Texting Profits Machine – Strategy...*

If you are using this system as the core of your business (building a team to market leads to *other* home based business owners), then you will simply blast out a text which will contain a *link* to your mobile landing page. There are many different platforms and third party apps to distribute your texts. I use [BusinessTexter.com](http://BusinessTexter.com). It's a telephone app that I can use very simply and manage my thousands of contacts. I recommend using a link shortener like [bit.ly.com](http://bit.ly.com) in order to conserve space (text must be within 160 characters in length). This will also allow you to track the number of clicks and other analytics within your bit.ly dashboard (and it's a totally free service) – The “one two punch” comes in now when you are sending out your bulk emails. All leads come with the prospect's name, email address, telephone number, device ip address and lead generation date (so you can tell how fresh the leads are).

Ultimately you are going to be blasting out the emails at the same rate as you send out bulk texts. Texting costs a bit more than email, so if you are on a certain budget, you may only send out 250 or maybe 1,000 texts per day initially. But as the money starts to flow in, then you can synchronize the bulk email and bulk texting so that you send 5,000 out per day of each. A person may get the email and scan thru it and leave it in their inbox, only partially read and digested. Then later in that same day or the next day, they will get the same presentation texted to them on their mobile device. Now they are exposed to it again (they were already “seeded” with your message from the email) and are more likely to purchase your program.

Your mobile landing page can be a free Wordpress website (we also provide you free tutorial ebooks and videos) that you set up and host for free at WordPress.org. Create your website using the Weaver II template...this is a mobile optimized platform and will ensure that all of the people seeing your website are directed to the proper version of your site (desktop version or mobile version) for easy viewing and interactivity. I can assist you with this technical aspect as well.

Now if you don't want to set up a WordPress website, then you can take an even simpler solution by setting up a Weebly.com website. The free version is more than enough to satisfy your needs. Weebly is modular and allows you to drag and drop apps and components ...in order to build your mobile optimized website. Weebly allows you to send a mobile optimized version of your marketing materials from your cellphone via text link..to your contacts on your cellphone. But if you want to utilize the text blaster plugin...you need a WordPress website. The plugin only works within the Wordpress website.

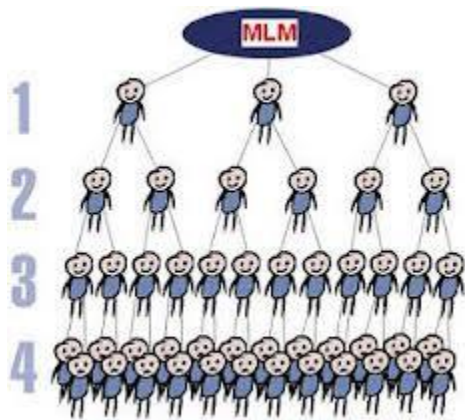
Depending on what company or affiliate program you decide to go with, much of the 'stock' sales presentation material that you have to choose from may not be mobile optimized, but I can show you a few tricks around that. If you can, I recommend using the YouTube video on your mobile websites, because the video will be automatically configured to all mobile devices. The whole idea is to be able to send out a text blast to your list of leads, and allow the prospective customer to click the link within that text and be taken to your mobile landing page to see your video presentation and ad copy. Then the Call to Action (CTA) can take place right then and there on their cellphone or mobile device.. They can either enroll in your program, or call/email you for more information.

**Your Texts and Email will contain the following:**

1. Your Sales Pitch (video, pictures and text)
2. Your Affiliate link
3. Your Contact info.
4. Your call-to-action

So the Text and the Email are both giving your prospect the opportunity to interact with you for enrolling or asking questions. After you go thru your learning curve of setting everything up, all it takes going forward is a few keys to press and a few buttons to push every day. The system is designed to do the rest....getting your message in front of massive amounts of people on a monthly basis. Getting people to sign up to your affiliate programs while you are asleep. Getting prospects to email and text you back with questions...as they get ready to buy. You will have a constant flow of money coming in as you build up your team and establish your future residual income and wealth.

As you build up your team of downline, you may want to develop a simple texting network to keep them abreast of breaking news about the product or company, training/webinars, special contests.



The software that you use for text blasting will accommodate your use of keywords. This keyword is just a tagging tool that allows you to get people to sign up to a list (by calling or texting, or you can load them manually)...and keep them all together in **one group** or list. I suggest in the beginning you keep it very simple. So, you may want to set up one additional list... create one and call it *Training*. This “training” list is consisted of people who already purchased your product or service and are now your customer (or are in your downline). Keep them all together with a text blast about relevant information 1-2x per week.



As you can see, the simple strategy I have outlined for you here can be used for any program really. Let's say for example you were already a part of Herbalife or Amway and you want to sell that program to your leads. No problem. You simply follow the same steps. Gather and assemble your marketing material onto a mobile optimized sales page (landing page)...using either Wordpress or Weebly.

You can use a free website platform like Weebly, because it is Mobile Optimized and hands down, its the simplest to put together. But I recommend you to use WordPress for your website. WordPress is a free and open source blogging tool and a content-management system (CMS) based on PHP and MySQL, which runs on a web hosting service. Its features include a plug-in architecture and a template system. A plugin is software...a type of "app". In other words.... apps, or plugins are how you power up or boost the functionality of a basic WordPress site. Your SMS plugin needs a host website to dock upon. The plugin then is the tool (or app) that you use to interact with your subscribers, store data, and all of the other functions that you need. WordPress is used by more than 18.9% of the top 10 million websites as of August 2013. Currently, WordPress is the most popular blogging system in use on the Web.

Now you can use the free webhost that WordPress offers you..but you will have two issues. The main one is your Domain name will be just a subdirectory of WordPress....and will look this--> <http://wordpress.yourwebsite.com>

The second issue is you may run into problems with sending out text volume. So you think about it and decide what better for your business. If you are in it for the



long haul and want to build a brand, then I suggest you buy a domain name from [Godaddy](#) and host it with [HostGator](#).

Godaddy is the place where you go to register and lease your domain names. Hostgator is the place where you go to lease server space (\$7-10/month) to host your website. I can host it for you on my server for only \$5/month. Within this program I also provide you with free WordPress mastery videos and free c-panel tutorials. C-panel is just the dashboard you will use in [Hostgator](#) to upload your website and its files. But don't worry about the details of that if you are not computer savvy. I can help you with setting up a Wordpress site and any other [technical](#) support issues or [Internet Marketing Services](#). Just buy your domain name and send me an email.



Your approximate ongoing Monthly Marketing and Maintenance costs will look something like this:

Website Hosting \$5.

Texting package \$25

Bulk Emailing \$50

Leads \$50

A [Domain](#) name will cost you about \$12 for the year...or you may get it for \$9.99/yr. Pick a suitable name...something that contains the keywords of your business.

If you are feeling lazy, just use the website (sales page) that the company provides you...just as long as you know that you will lose some traffic. Why? Because some people will click away from your website if they are viewing it on their cellphone...and it's not mobile optimized. So, after you have decided what you are going to send out then you write up your subject line for your email and a headline for your texts. You want something that will excite the person reading it, but doesn't sound unreal or crazy over the top.

Example

*This is the Text*

**Earn money from Home. Fire your Boss. Click here for Free info  
[bit.ly://blahblah.com](http://bit.ly://blahblah.com)**

*This is the Email Subject line*

**Earn money from Home. Fire your Boss.**

Then you copy and paste the video and other marketing material you have; into the body of the email.



Next you will simply get your email and text leads for the day and load them into their prospective software (At some point, somebody will create a software or program that will do both, bulk texting *and* bulk emailing. But for now its separate). Then...push a few buttons and you're done! All of your time can now be spent on the follow up...and pitching to people who are calling and emailing or texting you back for additional information. You can increase your conversion by calling people back who have opened up your email (you will see this and other analytics in the dashboard of the bulk emailer [software](#))

For comprehensive Bulk Texting services; I recommend the Twilio plugin for Wordpress. The rate is .01 per text and they (Twilio) have a dashboard where you can see you daily usage, as well as other analytics. Now at \$.01 per text, you will spend \$5 per day to text out 500 messages. If that's all you can do then great. That's where you start from. You will then send at least an equal amount of emails out to the same list. Depending on how your budget is, you may be sending out more emails than you send out texts. But remember, while texts may cost you more...they are more immediate and more effective in the long run. Email is wonderful too, but the idea of the "one two" punch of this strategy is your leads have to get both!

1. Your **text** message that takes them to your sales landing page
2. Your **email** that takes them to your sales landing page

[Twilio](#) is a company that provides long code (and short code) numbers for SMS and voice broadcasting. However in order to utilize Twilio you need to use a WordPress Plugin. Twilio only provide the telephone numbers in which to send your data over. The WordPress Plugin acts as an app, and provides the dashboard for in which you can construct a very comprehensive text messaging campaigns, manage keywords, set and maintain unlimited lists and groups. If you need technical support for this, please contact me. The WordPress Plugin is sold by another [vendor](#), but I can get you a deep discount...if I set up your WordPress website.

Again, you can keep it very simple and just use the bulk email capability of any other third party vendor that allows you to import your "opt in" list and blast out at least 1,000 texts per day. And then you follow up with blasting those same

people...the same message, but via email. That's it! Wash and Rinse...and do it again everyday.

## How to get people to Opt-in to your Lists

When you get your monthly leads from us, *you can only blast them one time*. These people originally opted in to receive some promotional information about Home Based Businesses. After you blast them once with your message, you want them to become one of your customers or *subscribers*. The ultimate goal when starting a SMS campaign is to grow this list of subscribers over time. Not just texting out your message to your monthly 200, 000 text leads that we provide for you, but you also want to build up your database of people who actually purchased your program, product or service. Considering the popularity of text messaging, lists can quickly grow from a couple hundred to a couple thousand subscribers, and larger. These tips are to assist you with ideas for gathering a database that can then be marketed to. **Tips:**

Promote, promote, promote! In order for your campaign to be effective, people need to text your keyword to the short code to be entered into your database.

Add your call-to-action to ALL of your current marketing campaigns .When putting together your SMS marketing campaign, It's important to have a clear "call to action".

\*\*\*\*\*A **call-to-action** (CTA) is simply a request or instruction telling your customers to do something. Call this number. Text this number. Redeem this coupon. Go to this website. Buy this item now. Listen to this voice broadcast. Go to this place. Etc. etc.

For example, with SMS marketing, one of the most popular is "Show this text". So if you owned a restaurant, your text might include "Show this text to get your FREE appetizer!". This lets your customer know what the next move is. It gives them direction and is a push in that direction you want them to go.

- Your Websites and Social Media Properties
- Table tents

- Menus
- Fliers
- Billboards
- Marquees
- Yard signs
- Window paint
- Newspaper ads
- Newsletters
- POS signage
- Receipts
- Packaging

Business cards are a perfect, low cost form of advertising. Add your call-to-action on your business cards and hand them out freely to make them more effective. (Many business cards are just thrown to the side after they are received; but by adding a call to action, it gives the recipient a chance to opt-in before discarding it or placing it into a wallet or purse and forgetting about it.

- Promote it with your email campaigns by putting the call to action in the subject line.
- Name badges, buttons, or hanging neck badges for employees with direct customer contact can include the call to action. Also have them mention it to everyone they speak with and run a competition with employees to see who can get the most opt ins.

**Incentivize** your call to action and give a reason for people to opt-in. Just adding your call to action to a flier is not enough to get someone to opt-in. In your call to action, you need to entice them with a free gift or:

### **Information**

Information about special events

Company news

Changes in company business

New product or service

### **Coupons**

A coupon code that can be redeemed online for some special products or samples

### **Prizes**

For opting-in they receive a prize, product or service

### **Drawings**

Opting-in enters them into a drawing for a prize

### **Voting**

Ask for votes on a position (political, sports teams, favorite meal, etc.)

Ask for votes on a change of business (new ideas)

Word of mouth! Ask your current subscribers to forward a message to friends, asking their friends to opt in. Give incentive as a reason to send it.

These types of messages can look like this:

Have your friends text demo.1 (space) your # to 77948 to receive discounts and ten opt-ins gets you an ipad Mini

How to send out your first campaign

**Sending your first SMS marketing campaign is a really exciting time.** You've been working on growing your list, familiarizing yourself with how it all works and you've finally decided that you're ready to send out your first text campaign. Here are some basic guidelines to help make you as successful as possible.

Before you sending out any SMS marketing campaigns, you must ask yourself, "does this text create value for my subscribers?". If the answer is no, or "I'm not sure", don't send the campaign. Why? Put yourself in the shoes of your customers. Would you like to get text messages from a business you love that are worthless? Probably not. Furthermore, these invaluable text messages may become a nuisance and cause your customers to unsubscribe. It may also damage your brand's image in the eyes of your customers. The bottom line is, make sure every text message you send creates some real value for your customers.

You must avoid sending your subscribers more text messages than what they expect. Again this can and will become annoying to your subscribers and encourage them to opt out. Think about how many text messages per month you'd like to receive from your business and stick to that. Also don't ever go over the amount of texts per month that you've specified in your auto-reply. If you ever find yourself needing to break this rule, it's suggested that you do so only on rare occasions and the offer you're sending out should be one heck of a deal.

SMS messages are meant to be short and right to the point. **SMS stands for "Short Messaging System"**. You get 160 characters to get your message across and that's it. Also know that your customers are busy and probably on the run. With those two things in mind, cut right to the chase in your texts. Put your coupon, promo, or other important message out there first. It doesn't need to be cluttered with other verbiage. Your customers will appreciate it. If you have leftover space in your text, then you can have some fun if that's the

type of crowd you're communicating to.

Creating a sense of urgency within your SMS marketing campaigns help you to achieve the results you're looking for as quickly as possible. Put an expiration date in the text you're sending out which helps inspire your subscribers to take action in a timely manner. Here's a good example.

"Tomorrow night conference call – your free YouTube Marketing software. First 100 people to register”

There are many different ways that you can engineer your **SMS marketing** campaigns to be successful. In most cases, some techniques will be more effective than others. A lot of it will depend on your audience and the type of industry you're working in.

## **Being in Legal Compliance**

### About the Mobile Marketing Association

The Mobile Marketing Association (MMA) is the global nonprofit organization responsible for establishing mobile marketing best practices and standards. The MMA works jointly with the CTIA (the wirelesscommunications industry's trade association) to enforce these standards. CTIA violations usually result in a warning and a reminder to fix noncompliant aspects of your SMS campaign. But continued violations can result in the suspension of your campaign or revocation of your short code. In addition to these industry players, governments also create and enforce laws, such as the CAN-SPAM Act in the U.S., that regulate the content and requirements for text-message marketing.

*Welcome to the Text4HomeBiz.com – TurnKey System with Leads. Data/msg rates may apply. Text HELP for info, STOP to quit. 4msgs./mo*

Basic rules for keeping in compliance



Include the phrase “message and data rates may apply” in your keyword advertising and initial SMS welcome message (this can be abbreviated as msg & data rates may apply”)

Include your business or program name, intended frequency of messaging, and HELP and STOP (opt-out) options in your keyword advertising and your SMS welcome message

Include a link to your terms and conditions (or those of your SMS provider) in all keyword advertising and in your welcome message for contests and promotions Always identify your business or program name when communicating via SMS.

### **An important note on one-time versus recurring message campaigns:**

Campaigns set up as sweepstakes, autoresponders, surveys and polls are all considered onetime communications. If you are getting your telephone leads from Little Ticket to Wealth, you can only text this list one time. After a customer opts in to your list by calling you or texting back a keyword...then you can consider this person your customer. Customers texting your business for these purposes are not considered SMS subscribers unless you explicitly ask them to opt in to your marketing list. Therefore, since you have not obtained permission to communicate with them on a regular basis, you can't do so without risking fines. If you want to add mobile numbers to a marketing list you'll use on a recurring basis, you must use all appropriate opt-in language or ask subscribers to confirm (double opt-in) by responding on their mobile device. One-time communications should still contain the phrase “message and data rates may apply” on all advertisements.

### **Picking the best time to send your Texts**

The optimal time of day to text your subscribers depends on your particular business or industry. Fast-food restaurants might try to catch people at dinner time on the way home from work, for example. Before you send, ask yourself: When

am I likely to reach people at the time they're making a purchase decision about my product?

You should not send text messages while the majority of your subscribers will be asleep. As a general rule, you should send them between 9 a.m. and 9 p.m. And, note that depending on the size of your SMS list and your SMS provider's throughput rates, it might take a few hours for your message to be deployed to your full subscriber base.

You'll want to establish and stick to a frequency in your SMS campaign from the outset. This is important for customer anticipation and satisfaction. You don't want to contact them too much, or so infrequently that they're confused when they do receive an SMS message from you.

It's also important because the MMA requires that businesses state their intended frequency at the time customers opt in to your mobile marketing list. What is the optimal frequency for a mobile marketing campaign? That depends on your type of business. Again, your frequency depends not just on your industry, but on your overall communication strategy. The ultimate answer to how frequently you should send your SMS messages is that it depends on your audience. Always measure and test your campaigns to note the impact of a change in frequency.

## Churning Issues

Churn rate is the number of subscribers who are opting out of your SMS marketing list. Slick Text makes this extremely easy to track by showing you what your subscriber activity looks like for a 24 hour period trailing each individual campaign. This will give you a good idea as to how people are responding to your text messages. If you happen to see a spike in opt outs after a particular SMS campaign, you can then review the content of your text and the time it was sent to determine what the issue was. Here are three potential causes:

1. You've advertised your list in a way that doesn't accurately represent the provided content

If customers aren't getting the kind of information or messages they expected when they opted in, they're likely to unsubscribe.

2. You dramatically increased the frequency of your messaging in a short time period

Are you sending messages more frequently to promote an event or boost sales? Customers expect to be contacted only as frequently as stated at the time of their opt in. Straying from that initial frequency can lead to mistrust, annoyance and opt outs.

3. You had a higher-than-usual increase in subscribers over the same time period

You might, at times, experience a dramatic uptick in the amount of subscriptions after an event or advertising campaign. If this is the case, and afterward you see a higher-than-average drop-off rate, it's usually not something to worry about.

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