

# 11 Ways to Use Text Messaging for Marketing Results

Conversational text messaging is the fastest growing marketing channel on the planet. Why? It's a natural form of communication. Which is why 99% of us send a text every single day.

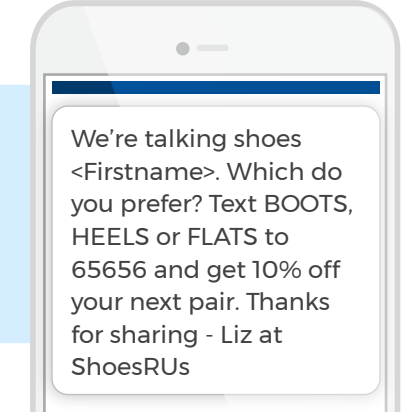
There are so many ways to use text messaging for marketing to attract and engage your buyers. The only limits are in your imagination!

Following are 11 ideas to get you started.

## Conversational Text Messaging for Marketing

### 1. Send a simple survey to find out what's relevant to your buyer

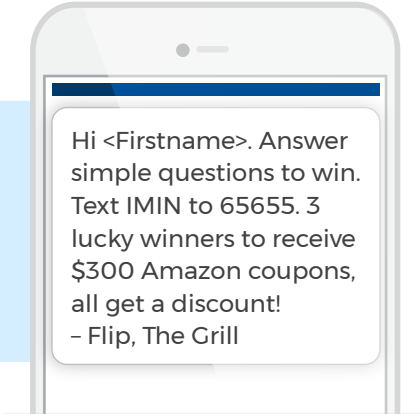
Relevance is the number one thing buyers want from you. The relevance gap is also the biggest issue your buyers have with you. Text messaging makes it easy to learn what interests your buyers so you get and stay relevant. Just ask them!



We're talking shoes <Firstname>. Which do you prefer? Text BOOTS, HEELS or FLATS to 65656 and get 10% off your next pair. Thanks for sharing - Liz at ShoesRUs

### 2. Entice your buyers to answer questions and win prizes and offers

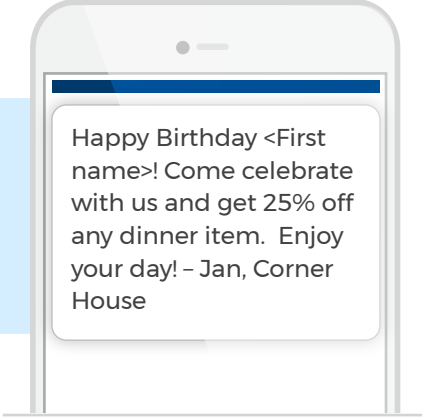
Gamification can increase your response rates and return buyers. Ask your buyers to respond to profiling questions with the offer of a prize or discount. You'll learn more about them, send them more relevant content and offers, and they'll like you even more.



Hi <Firstname>. Answer simple questions to win. Text IMIN to 65655. 3 lucky winners to receive \$300 Amazon coupons, all get a discount! - Flip, The Grill

### 3. Celebrate special days with your customers

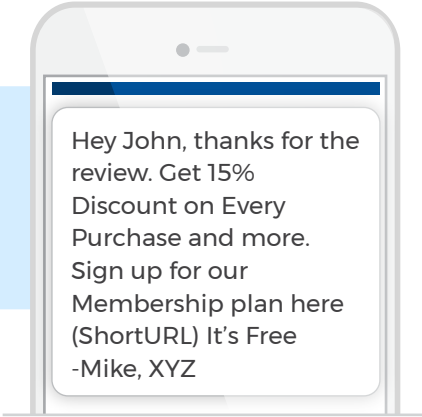
Everyone loves a birthday or anniversary. Celebrate with your customers to earn their appreciation and loyalty. Be sure questions to capture their important personal dates are part of your surveys and you'll be all set to go.



Happy Birthday <First name>! Come celebrate with us and get 25% off any dinner item. Enjoy your day! - Jan, Corner House

### 4. Reward customers for positive reviews or referrals

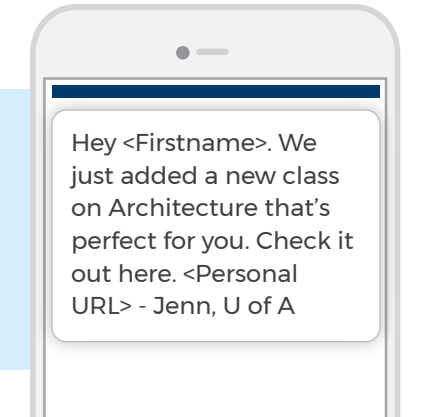
Use conversational text messaging to reward the behavior you want from your buyers. You can also send them offers or special discounts when they give you a less than satisfactory review or comment.



Hey John, thanks for the review. Get 15% Discount on Every Purchase and more. Sign up for our Membership plan here (ShortURL) It's Free -Mike, XYZ

### 5. Text for unique and relevant opportunities

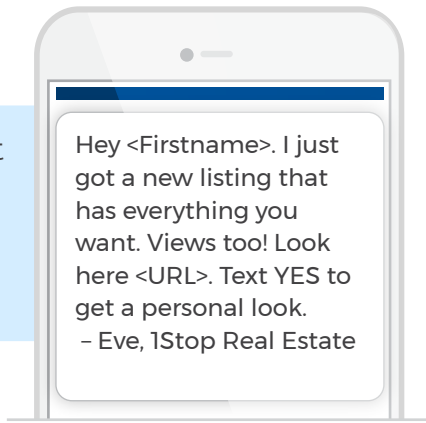
As you learn your audience preferences, you can alert them when something really special is available or happening that interests them. Give them a sneak peek ahead of everyone else with a simple message. They will know you care and feel special. That's a great way to build loyalty.



Hey <Firstname>. We just added a new class on Architecture that's perfect for you. Check it out here. <Personal URL> - Jenn, U of A

## 6. Keep your customers up-to-date on cool stuff

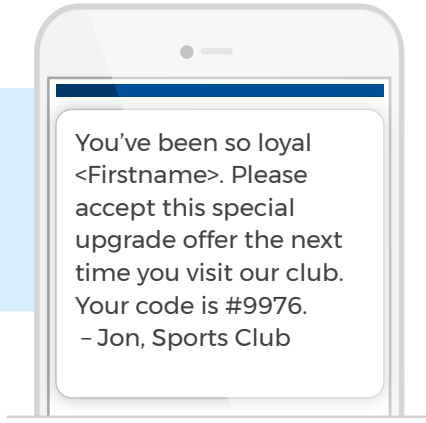
Sometimes you have super offers that everyone wants. Text messaging is a great way to begin the conversation on that offer, and get buyers to have a conversation with you about that cool stuff.

A white smartphone with a blue header bar at the top. The screen displays a text message with the following content:

Hey <Firstname>. I just got a new listing that has everything you want. Views too! Look here <URL>. Text YES to get a personal look.  
- Eve, 1Stop Real Estate

## 7. Surprise your customers with upgrades for an enhanced experience

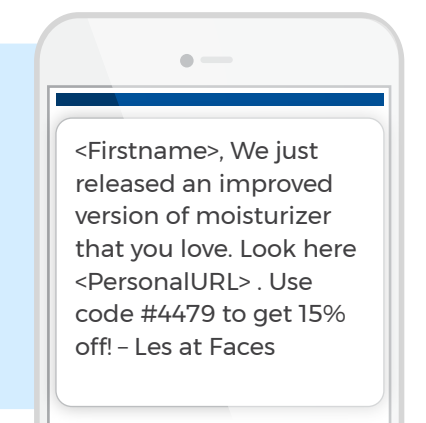
When customers are loyal, it's good to reward them with special surprises that they'll like. You can offer upgrades, specials and more. When you make your customers feel special, they want to do more with you.

A white smartphone with a blue header bar at the top. The screen displays a text message with the following content:

You've been so loyal <Firstname>. Please accept this special upgrade offer the next time you visit our club. Your code is #9976.  
- Jon, Sports Club

## 8. Share new products with customers who will like them

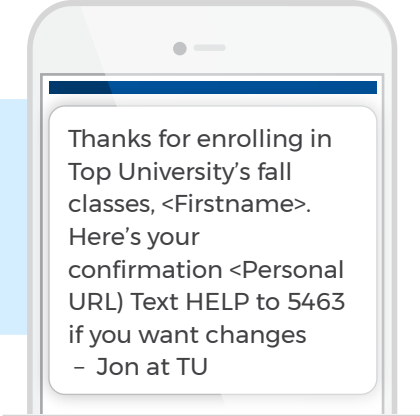
Whenever you're launching a new product or service, let your buyers who would be interested know about it, up close and personal. Simply text them to let them know what's new. If you want, you can include a discount, although that's not always necessary. For example, in a service organization you could ask them to text a keyword to schedule a meeting to discuss the new service.

A white smartphone with a blue header bar at the top. The screen displays a text message with the following content:

<Firstname>, We just released an improved version of moisturizer that you love. Look here <PersonalURL>. Use code #4479 to get 15% off! - Les at Faces

## 9. Confirmation messages

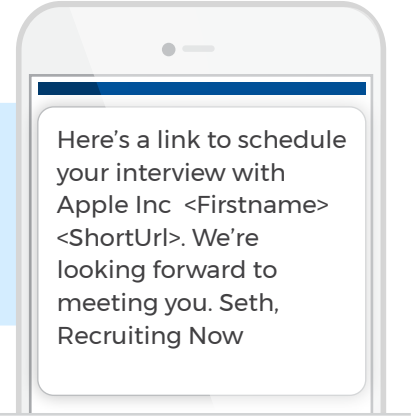
Confirmation messages are used frequently for retail purchases and financial services transactions. Confirmations also come in handy in all other industries, for example when a student enrolls in university courses.



Thanks for enrolling in Top University's fall classes, <Firstname>. Here's your confirmation <Personal URL) Text HELP to 5463 if you want changes - Jon at TU

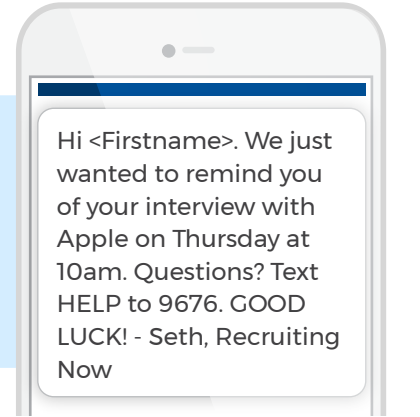
## 10. Schedule appointments, reminders and instructions

Conversational text messaging is a great channel to schedule appointments or enroll in webinars, classes, and more. Simply text a message to your contacts with a link to a calendar.



Here's a link to schedule your interview with Apple Inc <Firstname> <ShortUrl>. We're looking forward to meeting you. Seth, Recruiting Now

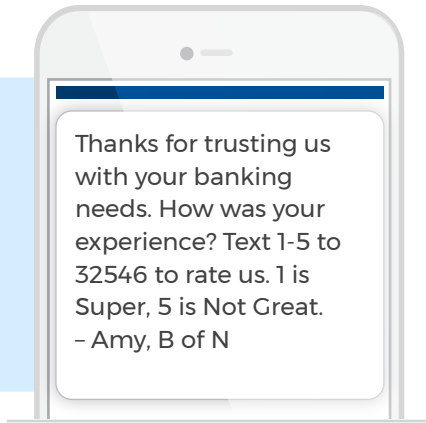
When one of your contacts schedules, an automated message will be sent for them to confirm. Then, you can send them a reminder of the appointment or event at appropriate intervals, also through text messaging automation.



Hi <Firstname>. We just wanted to remind you of your interview with Apple on Thursday at 10am. Questions? Text HELP to 9676. GOOD LUCK! - Seth, Recruiting Now

## 11. Customer experience and satisfaction surveys

We learn the most when we listen to our customers. Conversational text messaging makes that easier than ever. Send a question or two, or a link to a slightly longer survey. You can also send quick surveys immediately after a customer works with your team to get their feedback on their experience.



Thanks for trusting us with your banking needs. How was your experience? Text 1-5 to 32546 to rate us. 1 is Super, 5 is Not Great.  
- Amy, B of N

## The Bottom Line

With conversational text messaging, you'll get 6x the responses from prospects and buyers. That means you have more conversations with your audience, learn more about them and deepen your relationships. All in a way that's natural, interactive and immediate.

We shared 11 ideas but there are so many variations to each idea. How will you use text messaging to grow your business? The only limit is your imagination.