EZ Texting
SEND SMARTER

8 STEP ROADMAP TO MASTER

TEXT MESSAGE MARKETING

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Introduction

We've provided a text message marketing solution for thousands of marketing teams over a decade, and we've seen what works and what doesn't.

A lot of marketers sign up, upload a lot of contacts, send a couple of messages to everyone in their list, and walk away disappointed. They do the bare minimum and get very little value out of their foray into bulk text marketing.

We've also seen marketers upload a relatively small number of contacts, segment them, set up keywords, send smart campaigns, and then grow their businesses by leaps and bounds.

What's the difference?
It wasn't the size of the list.
It wasn't the features of the platform.
It was the fact that the second marketer did some things that the first marketer didn't do.

After watching many, many users in various industries find success with our platform, we've seen the basic actions that separate the successful text marketers from the unsuccessful. These steps aren't hard or complex. In fact, many of them are simple. But, if you fail to complete the eight steps we're about to walk you through, you are putting yourself at a disadvantage.

The good news is that your competitor may be one of the dabblers who walks away and misses a good opportunity to engage their current customers and find a lot of new ones. If so, then you have a shot a considerable competitive advantage.

1 Sign Up and Get Started
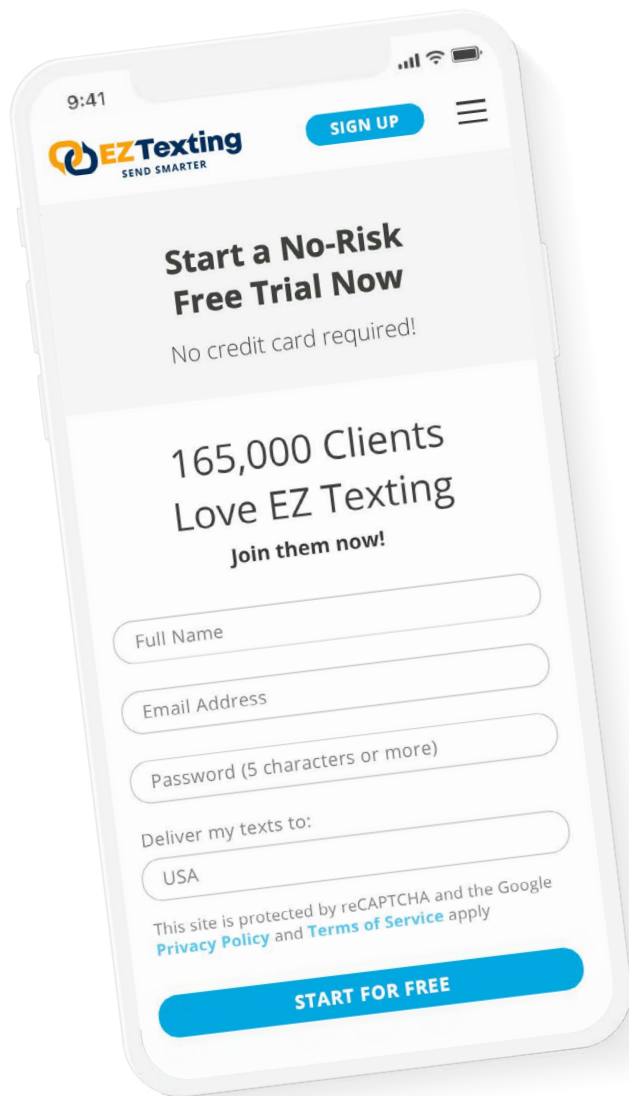
You've heard the old saying,

"The first step is the hardest."

That's the reason we didn't skip this obvious first step. You can read about text message marketing and envision your future stardom in the bulk SMS space, but thinking won't make it happen. You have to get moving.

Pro Tip:
Don't skip the first step! Take action to get momentum.

② Importing Your Contacts

Once you've completed that test send, the tour wizard will take you through a five-step process to upload your contacts. Don't worry. If you don't have any contacts yet, we'll show you how to build your list. You can reference this **Mass Contact Upload** article for tips after you've worked through the tour.

> **Pro Tip:**
> A strong text message marketing strategy starts with a great contact list. Make sure you have permission to text your contacts.

ADD INDIVIDUAL   UPLOAD   COPY/PASTE

PHONE NUMBER (REQUIRED)

FIRST NAME

LAST NAME

EMAIL

NOTES

GROUPS

☐ Birthdays   ☐ Prospects

☐ Signup Form   ☐ Keyword

CANCEL   **CREATE**

The wizard will show you how to upload a .csv or .xslx file and map the fields to the texting system. Then, add your contacts to a Group for segmenting, which we'll cover in the next step.

Congratulations, you've completed the automated "Understanding The Basics" tour of EZ Texting! This is where a lot of marketers make a huge mistake and stop.

But we're just getting into the heart of this success roadmap.

ADD INDIVIDUAL **UPLOAD** COPY/PASTE

Upload File

Upload your contacts from a .csv, .xls, or .xlsx file. If you need help, get started using our handy template.

Select a File

Drag your file here or **choose** a file from your computer

Please choose a .csv, .xls, or .xlsx file - 50,000 contacts maximum

Cancel

3 Segment Your Contact List into Groups

One of the most common mistakes marketers who are new to text message marketing make is not paying enough attention to contact list groups. Because text messaging is a more personal channel than email or social media, contacts are less likely to cut you slack if you send them a message that they don't care about.

They'll reply 'STOP' in a hurry.

Make sure to use Groups to divide your contacts up into demographic, interest-based, and opt-in source segments, so that you can send the right message with the right wording to the right people.

Your new EZ Texting account includes three Groups by default:

• **Keyword**

• **Test**

• **Widget**

These are opt-in source Groups. You can add an unlimited number of Groups, so don't be shy when creating them.

	CONTACTS	**GROUPS**	SIGN UP FORMS			
						Create Group
☐	Group Name ⌃		Contacts	Note	Send	Edit
☐	Keyword		0		✈	✎
☐	Test		0		✈	✎
☐	Widget		0		✈	✎

Group names must be 12 characters or less with no spaces.

Use short descriptions because the Groups screen only shows the first few words of the description in the Note column.

If you use long descriptions, you'll have to open the Group to read the entire description.

You see an example of 9 Groups in the screenshot to the right. These Groups consist of a mix of geography-based, interest-based, and contact field-based criteria. Think through which segments make sense for your organization.

Pro Tip:
Use short descriptions to help you and your team identify the types of contacts that are in your Groups. Short descriptions are easily read in the Note column of the interface.

CONTACTS | **GROUPS** | SIGN UP FORMS

Create Group

	Group Name ^	Contacts	Note	Send	Edit
☐	Atlanta Area	83	Residing in Atlanta		
☐	B Clothing	250	Bought or interested in boy's clothing		
☐	Birthdays	524	Birthdays are known		
☐	Facebook	25	Opted in via FB		
☐	G Clothing	26	Bought or interested in girl's clothing		
☐	Keyword	112	Opted in using a keyword		
☐	Pets	18	Bought or interested in pet supplies.		
☐	Test	3			
☐	Widgets	42	Opted in using a website form		

Keywords

The number one factor which leads to text marketing success is a strong contact list. It's important to prime the pump to get your list started and then use tools to put your list growth on autopilot. The best way to get that list started is by leveraging the power of Keywords.

A surprising number of marketers who set up accounts in EZ Texting don't set up Keywords. Don't make this mistake.

A Keyword can only be used once per short code, so you'll have to find a Keyword that no one else is using. Keywords must be two to 12 characters in length and cannot contain spaces or special characters (only letters and numbers).

Keywords work in combination with short codes to opt contacts into your text messaging program. For instance, Jess Conner Clothiers, an apparel retailer, might offer an in-store discount by displaying this message near the entrance of the store:
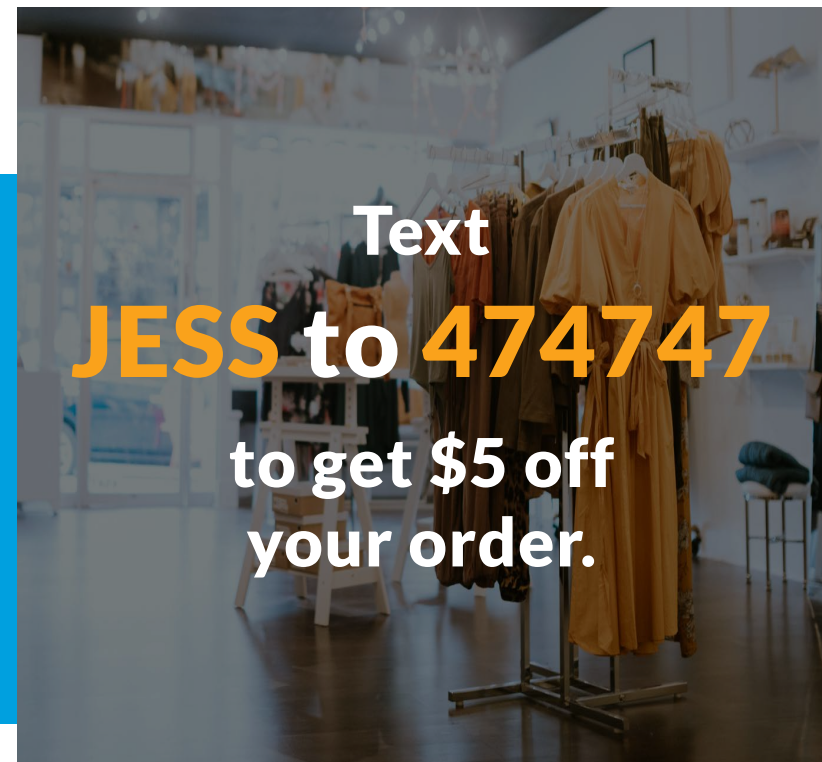
JESS	474747
Keyword	**Short Code**

Text
JESS to **474747**
to get **$5 off**
your order.

To add Keywords to your account, click the Keywords and Textable Numbers link in the left menu. Your account includes a Demo Keyword by default. This Keyword should be used to test functionality, but you'll want to add your own custom Keywords.

To add a custom Keyword, click the Add A New Keyword button in the Keywords tab. Brainstorm some Keyword ideas and see if they're available by clicking the green Check Availability button.

Pro Tip:
Incorporate your brand and voice when setting up Keywords. Use your brand name or initials and consider some power words that match your style. Be as creative as you can!

KEYWORDS   TEXTABLE NUMBERS

NEW KEYWORD

Keywords are unique, custom words, like 'DEALS', that help grow contact lists. Contacts opt in to receive promotions, notifications or information by texting in a Keyword. Learn more

0 of 20 keywords used   Latest ▼

+   **EZQYC85843** - [DEMO]
    Groups: Keyword Now
    Created - 05-01-2021

EDIT KEYWORD   ⌄

‹ PREV   **1-1 of 1**   NEXT ›   10   ⌄   Items per page

EXPORT KEYWORD REPORT

Search for a Keyword

Choose a memorable keyword people can text to 474747 or any of your numbers that encourages them to subscribe to your alerts and promotions.

EX: FALL2021   SEARCH KEYWORDS

Must be between 2 and 12 letters and numbers. No spaces or special characters are allowed.

Grow your contact list with Sign Up Forms

Sign up forms allow you to share or embed a form for potential contacts to complete in order to opt-in to your messaging list.

1 Create a sign up form

2 Share or embed your new form

3 Subscribers will be added to your list

Widgets

Another great way to grow your contact list is to use a simple sign-up form Widget on your website or social media page.

To create a Widget, click on the Tools drop-down in the left menu, then click on **Web Widget**. Then click the **Add A New Widget** button and follow the on-screen instructions.

After creating the Widget, you can embed it on your website or Facebook page to let visitors subscribe themselves to your text message program.

How To Grow Your List

Now that you have Keywords set up to capture leads and Groups set up to segment them, start advertising your Keywords on your other marketing channels.

Send an email to your subscribers letting them know that you'll offer exclusive deals through your text messages. Boost a post on social media to convert Facebook and Twitter fans into text subscribers. Use creative offers and in-store signage or have your cashiers mention text message offers during the checkout process.

5 Brainstorm Text Message Campaigns

Now it's time to get creative. Marketers are using text message campaigns to connect with contacts in a number of ways, some of which may surprise you. The possibilities are simply too many to provide an exhaustive list of campaign ideas, but here are 13 which we've seen a lot of companies succeed with:

Pro Tip:
Try out a few different types of campaigns. You might be surprised by which messages your contacts respond to. Testing always reveals usable insights.

1. Birthday and customer anniversary messages
2. Payment and billing reminders
3. Appointment reminders and scheduling
4. Job opening alerts to job seekers
5. Text-to-landline customer service
6. One-off orders
7. Customer preference polls
8. Event reminders, updates, and promotions
9. Workforce coordination
10. Contests
11. Order confirmations and delivery updates
12. Referral promotions
13. Recurring inspirational/motivational messages
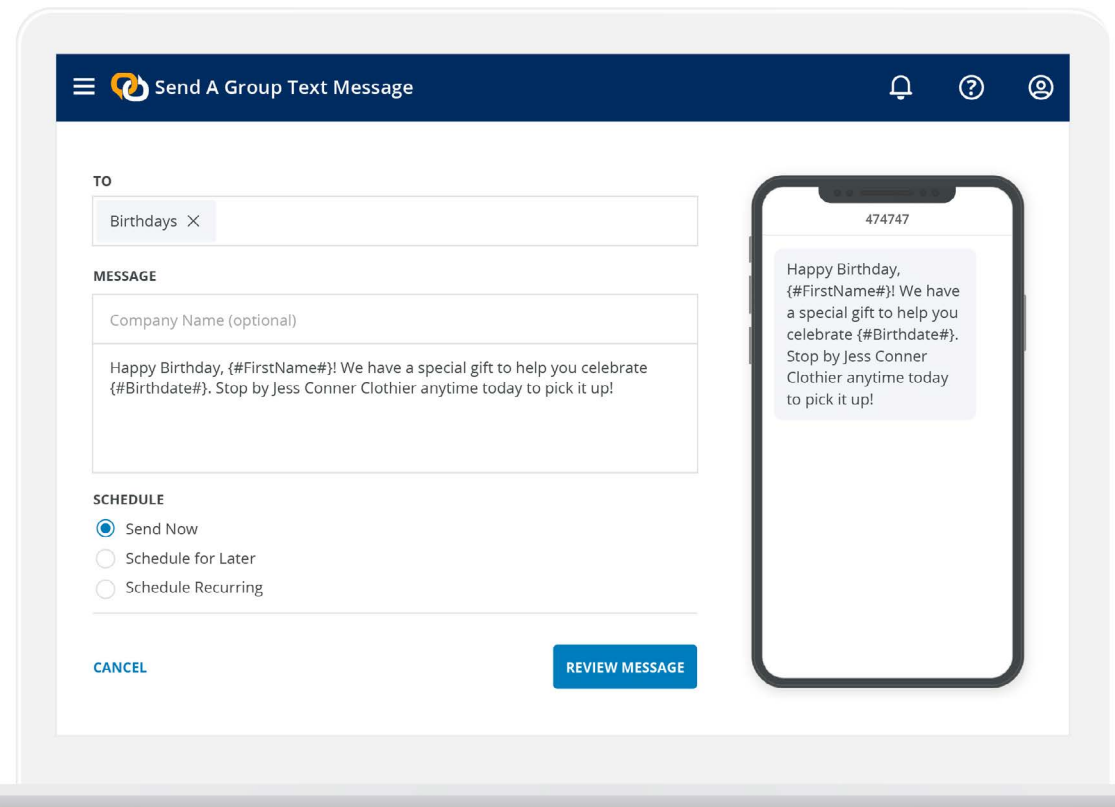
(6) Personalize Your Text Messages

One of the biggest mistakes we see marketers make with mass text campaigns is not personalizing their messages. As we mentioned in the segmenting section, contacts won't hesitate to cancel their text subscription if they don't feel like the message provides value to them personally.

Not only should you send the right content to the right Group, but go the extra mile and use the Personalization features in the EZ Texting message composer to speak to your contacts individually.

Since the short code doesn't include your brand name, contacts won't necessarily know who the text is from unless you mention your organization name in the body of the message. **Make sure to include your org name in all of your messages!**

> **Pro Tip:**
> Make sure to include your organization name in the body of all your text messages! Otherwise, contacts won't know who the message is from.

(7) Add Powerful Calls to Action

Every marketing text message should include a Call to Action (CTA). You want to make it obvious, especially in a text message where attention spans are short, what you want your contacts to do with the information or offer you are providing.

In this example, the CTA is, **"Stop by Jess Conner Clothiers today."**

Some examples of engaging text message CTAs:

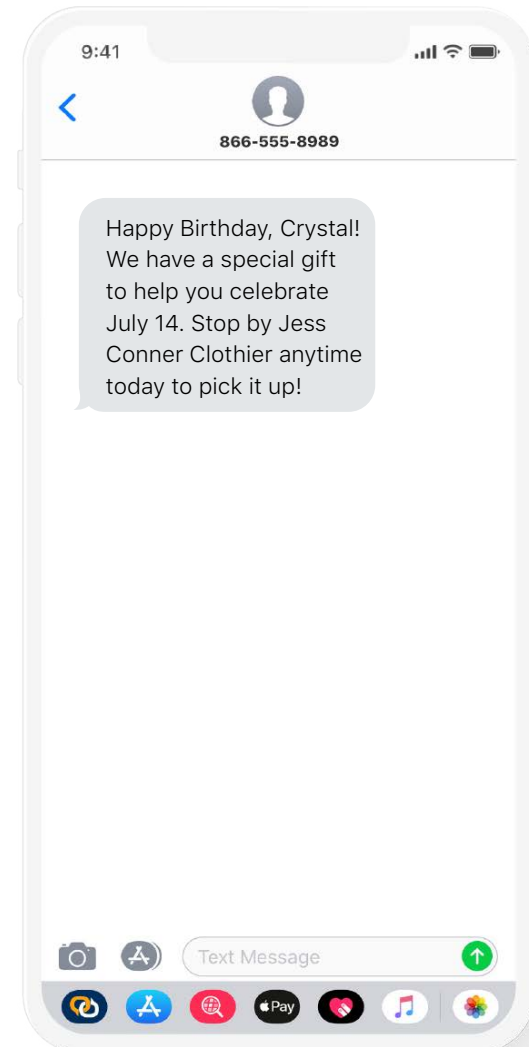Show this text at checkout.

Stop by today.

Order now at...

Call us @ [clickable phone number]

Reply with your preference.

Fwd this to a friend.

Pro Tip:
Include a CTA in all text messages. Your contacts will get frustrated if they don't know what to do with the information.

9:41

866-555-8989

Happy Birthday, Crystal! We have a special gift to help you celebrate July 14. Stop by Jess Conner Clothier anytime today to pick it up!

Text Message

(8) Send the Right Message at the Right Time

While there is no "perfect time" for all organizations to text their contacts, you can, as you experiment, find the best times to get the most response from your contacts. To start off, think through the impact your text will have on your contacts by putting yourself in their shoes.

It might be best to send a B2B message during business hours, but not B2C messages. A restaurant might want to send a special offer at 5:15 p.m. on Tuesday as contacts are making dinner plans. A non-profit might want to send texts on Sunday evenings because their donors have some downtime to respond.

Brainstorm a few times and test them out. Then check your analytics reports to see which times worked best.

To schedule your messages to go out at your desired time in EZ Texting, click on the Schedule bar in the message composer, select your date and time, and you're all set!

Pro Tip:
Start off setting send times by putting yourself in your contact's shoes. When do you think they would want to get this text? Then test to see if your assumptions were correct.

Stay Strong!

Getting off to a stellar start with EZ Texting isn't difficult. **That's the reason we put "EZ" in the name!** But, surprisingly, a large percentage of marketers don't prioritize the steps above (especially Keywords!) to get out of the gate strong.

They'll struggle.

As we mentioned earlier, that first step (signing up) is an important one. It's free to sign up, and you won't be asked for a credit card up front. Of course, the paid plans offer a lot more value, but you don't have to make that decision right now.

The first three steps—Signup, Test Message, Contact List Upload—literally take just a few minutes.
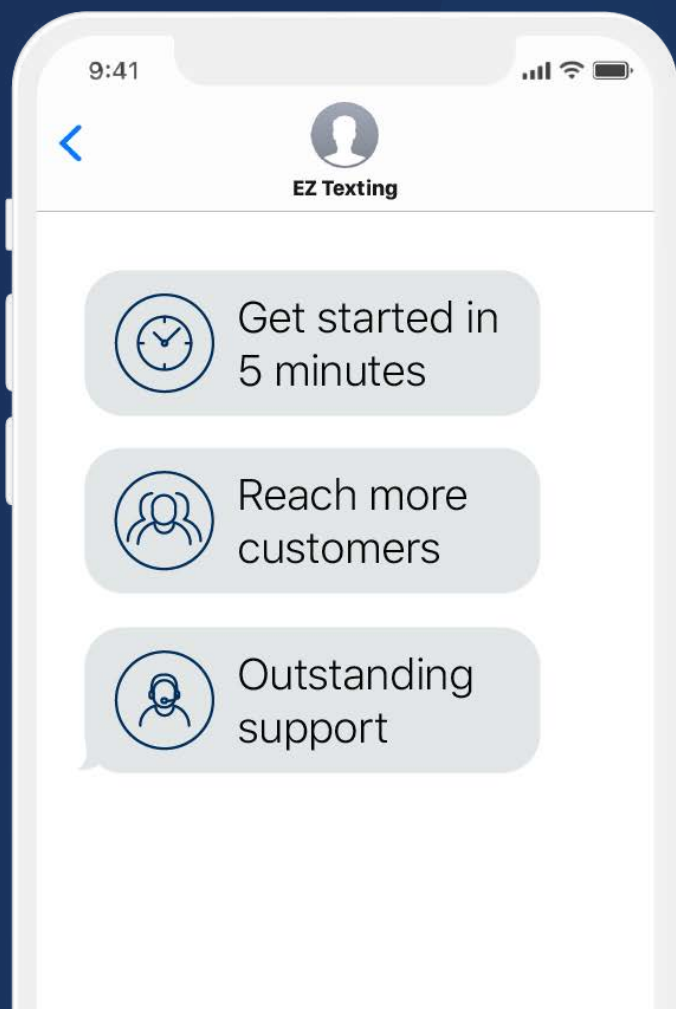
Why Have 160K Businesses Chosen EZ Texting?

Our customers love how simple our platform is to use, its low-cost bulk messaging, and its unparalleled customer service.

We will partner with you to find the right solution for your individual needs.

See why EZ Texting is the #1 rated SMS marketing platform.

Get started in 5 minutes

Reach more customers

Outstanding support

9:41

EZ Texting

[**TRY FOR FREE**]

Have Questions? Call Us at (855) 854-3024.

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