![EZTexting®]

(SunnySide Spa) Happy birthday, Lottie! Wishing you the best on your special day. Book now to enjoy 20% off your next massage: https://tapit.us/w76TH

12 SECRETS OF
TEXT
MARKETING

A dozen key moves toward SMS success mined from 16+ years of text marketing experience.

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Introduction

The businesses and organizations that invest in text message marketing are poised for massive success this year.

More than 50% of consumers check their phones 5X per hour — that's 120 times over 24 waking hours. Additionally, most recipients respond to a text within the first three minutes of receipt, and nearly 90% of recipients respond within 30 minutes. You won't see this kind of engagement with any other marketing channel!

As a pioneering and industry-leading text message marketing provider, we've helped more than 165,000 businesses, agencies, and organizations grow their audiences and revenue through results-driven strategies and tactics.

Read on to discover what we've learned from their successes and how to create your own winning text marketing formula.

1

Let Recipients Know Who You Are

Based on our data, using our "Company Name" field to announce your business helps drive a 30% higher click-through rate.

We attribute this engagement surge to creating a better user experience; Contacts appreciate knowing who is sending them messages before opening them.

Our internal testing has backed that up, showing that when recipients know who a text is coming from, they are more likely to open and respond. Once you feel confident in your tone you can experiment with adding your brand name in the body of messages, but check your analytics afterwards to see if it helped (or hurt) your messaging.

2

Perfect Your Timing

When it comes to text message marketing, timing is everything.

While you should always send messages during waking hours — remember to consider time zones — messages sent during weekday afternoons generate more engagement compared to text messages sent during early working hours or after work.

Our data shows that even though campaign sends peak around noon, clicks on those campaign messages peak between 3 p.m. and 4 p.m.

Of course, sending a little earlier or later may be right for your industry, *a la* early messages from gyms and yoga studios, but later messages from bars and restaurants.

3

It's Not the Size of the List That Counts

Thinking about sending the same message out to every single one of your contacts? Reconsider this approach.

The "more is more" mentality doesn't count in text marketing. In fact, our research shows no definitive correlation between the number of text recipients and click-through rate.

Instead, send targeted, high-value messages to specially segmented groups. Not only will this result in a greater ROI, but by using our contact management features you can segment and personalize messages for an improved customer experience.

CONTACTS	**GROUPS**	SIGN-UP FORMS

Create Group

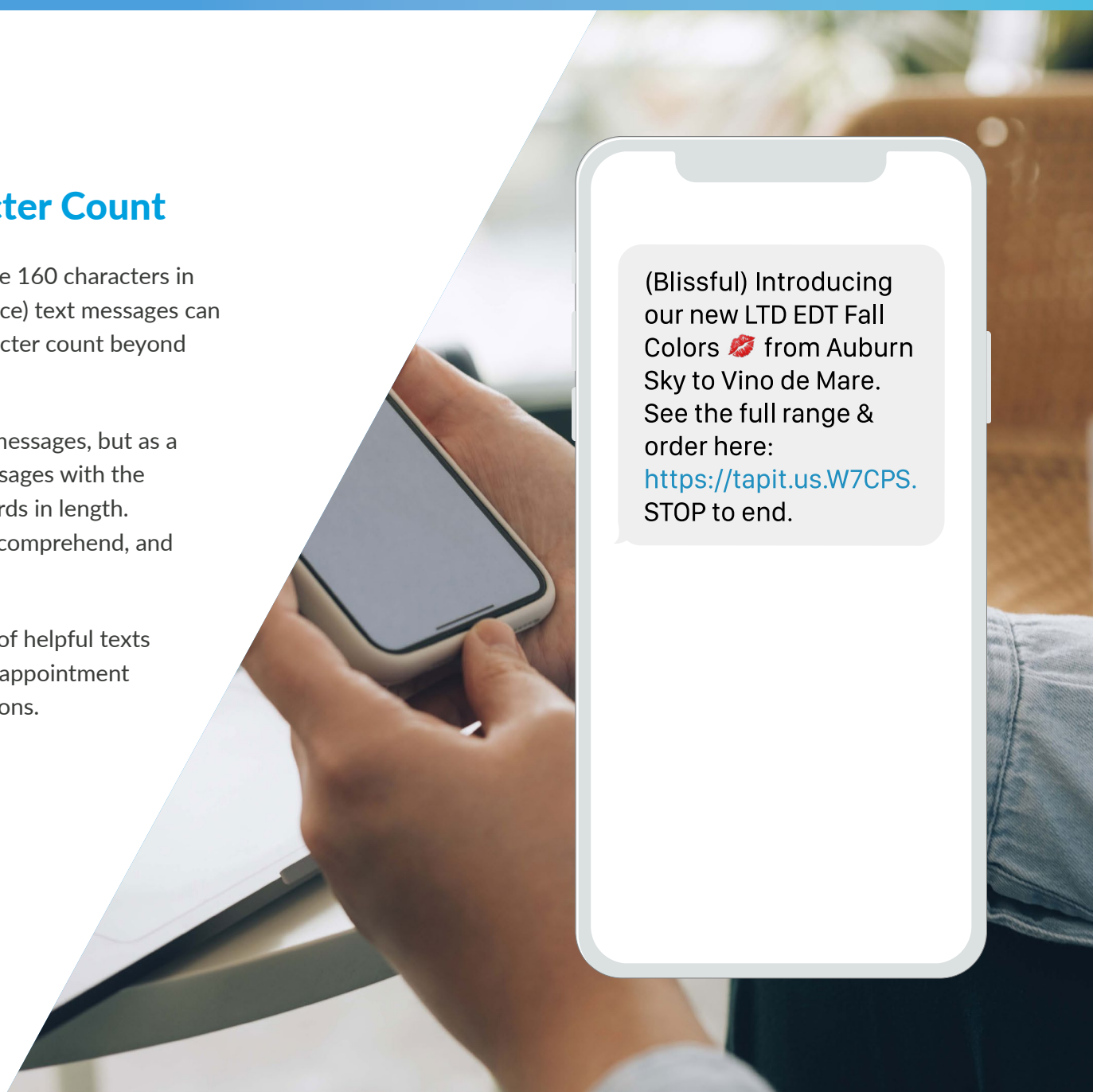|	Group Name ⌃	Notes	Send	Edit
☐	Applicants (13)		✈	✎
☐	Employees (26)		✈	✎
☐	Royalty Program (854)		✈	✎
☐	VIP (347)		✈	✎

4

Pay Attention to the Character Count

SMS (Short Message Service) text messages are 160 characters in length, while MMS (Multimedia Message Service) text messages can include images and video and allow for a character count beyond 160 characters.

This allows for a lot of freedom in generating messages, but as a general rule our research reveals that text messages with the highest engagement remain roughly 20-25 words in length. Typically, shorter messages are easier to read, comprehend, and act on.

These brief messages are also often the types of helpful texts both businesses and their customers love, like appointment reminders and purchase and delivery notifications.

(Blissful) Introducing our new LTD EDT Fall Colors 💋 from Auburn Sky to Vino de Mare. See the full range & order here: https://tapit.us.W7CPS. STOP to end.

5

Incorporate a Call to Action

Each text message should be actionable. What do you want your contacts to do upon receipt of your message? Make the next step as easy as possible, but make sure it requires a direct response.

A text message reply or a phone call are popular text messaging calls to action, but the most effective CTA we've often seen to maximize ROI is using a trackable link in the message.

Our free link shortener is built into our platform's messaging functionality. It not only frees up more characters in your messages, but also gives you the ability to accurately track message performance. When a customer clicks on a shortened link provided by your platform, those actions will be gathered in your reporting dashboard, allowing you to adjust and optimize your messaging over time.

(Snacky Co.)
More Snacks! Less Bread! Receive 30% OFF when you upgrade to a MAJOR MUNCHIES subscription this month: https://tapit.us.R88PS. STOP 2 end.

6

Personalize Texts Automatically

Personalization has become a marketing buzzword. The more targeted your messaging, the better received it is. Our internal data show that including personalized elements like the recipient's first name in a text increases engagement by as much as 46%.

Even better? Our platform includes automated personalization. We make it easy to insert your contacts' information directly into mass messages by using personalization tokens.

When composing a text message, the personalization token will appear like this:

> (Candy Boutique) Hello {#FirstName#}! It's been awhile since we've heard from you. Check out our newest gift baskets: https://tapit.us/w76H. Free shipping on all orders through New Year's.

But when your contacts receive it, they'll see:

> (Candy Boutique) Hello Sharon! It's been awhile since we've heard from you. Check out our newest gift baskets: https://tapit.us/w76H. Free shipping on all orders through New Year's.
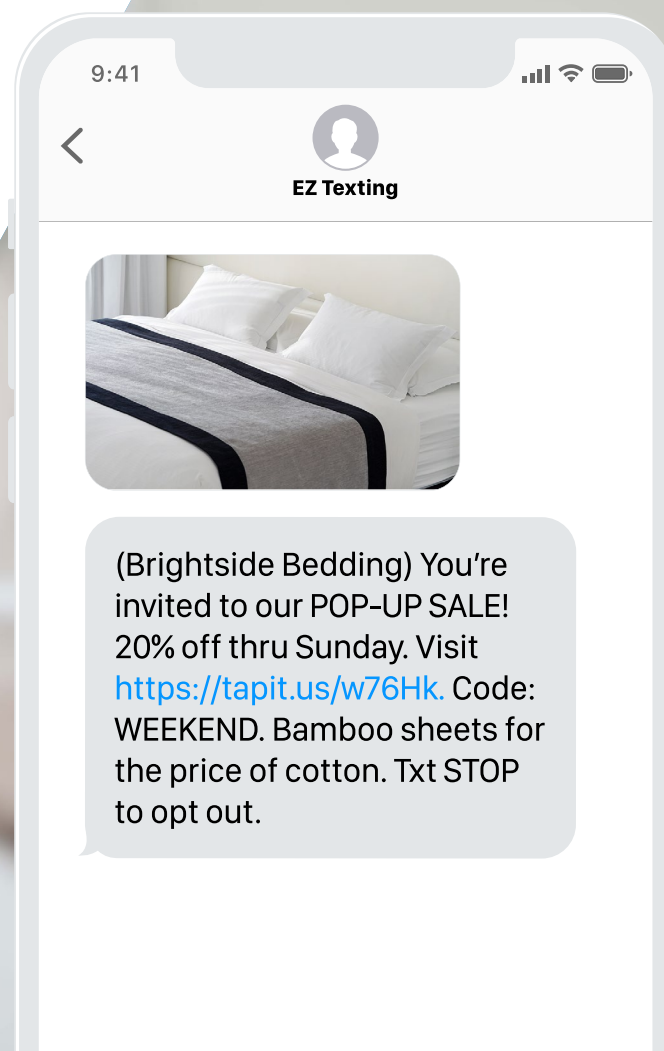
7

Make the Content Fit the Audience

Whether you're sending a text-only message (SMS) or a multimedia message (MMS), what's most important is the relevance and value of the content to the audience.

Our research demonstrates that an SMS can be as effective as an MMS — if the content is right. Depending on your industry or needs, you may be using both to reach your audience. Continual testing and analysis can help you land on the right type of marketing for your contacts.

Note that recent studies show that MMS marketing performs better than online advertising. And unlike a plain text message, MMS messages typically generate greater interest.

9:41

EZ Texting

(Brightside Bedding) You're invited to our POP-UP SALE! 20% off thru Sunday. Visit https://tapit.us/w76Hk. Code: WEEKEND. Bamboo sheets for the price of cotton. Txt STOP to opt out.

8

High-Value Offers Drive High Engagement

With the support of a powerful text message marketing provider, text messaging can take your promotions to the next level. More than 30% of our customers use texting for promotions, and their audiences tend to be highly engaged.

But the close connection to your customers and clients offered by text marketing should be respected, and their loyalty to your business or brand should be rewarded. As such, it's a best practice to send these followers your absolute best promotions and offers. Exclusives, pre-sale offers, and big discounts all apply.

This attention to detail will, in turn, benefit you by delivering happier customers and a greater ROI.

SALE

(Fashion Club) ONE DAY VIP SALE! This Sunday only! Show this text in store to receive 30% off your entire purchase!

9

Maintain a Top-of-Mind Presence

Recurring Texts are another key way to stay visible to your audience. A prime example of a Recurring Text Campaign is a yearly birthday message or a monthly reminder of loyalty points and rewards. We found that our users' Reminder Texts have an incredibly strong engagement rate of nearly 60%.

People are busy, and they have a lot of information coming at them. If your first message is ignored, it could have been for a large variety of reasons. In your follow-ups, adjust your timing and tone to find a style that resonates where earlier messages did not.


(SunnySide Spa) Happy birthday, Lottie! Wishing you the best on your special day. Book now to enjoy 20% off your next massage: https://tapit.us/w76TH

10

Match Your Strategy to Your Industry

Consider your industry when you're deciding on your text marketing strategy, and what tools you'll need. For group messaging (a.k.a. mass texts) our data show that industries like retail, education, entertainment (including bars and restaurants), automotive, sports and recreation, and nonprofit and religious organizations tend to have audiences that are highly engaged when receiving a mass text.

Yet for industries that provide a personal service to a client or a prospect who may want to set up an appointment, demo, or interview, responding to prospects via two-way texting may be your go-to feature. Texting directly with clients through two-way texting allows you to keep all of your client communication separate and organized.
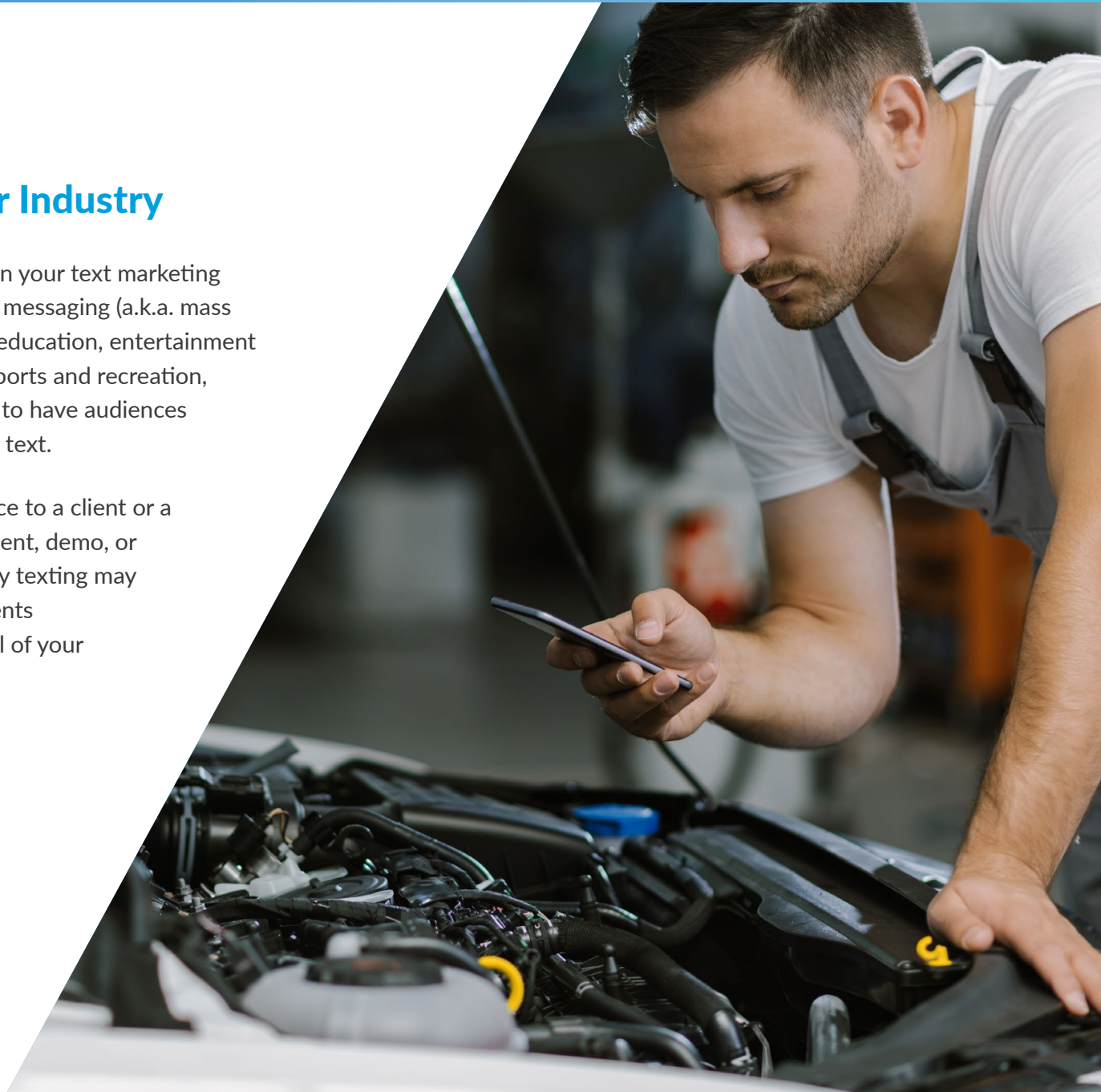
11

Following Up Improves Conversions

Internal stats demonstrate that using automated texts for Drip and Reminder Campaigns increases your ability to convert a prospect into a paying customer.

It's easy to set up automated texts to follow up on your initial message. Our research revealed that a Drip Campaign follow-up message can improve the click-through rate on your campaign by as much as 355%!

A Drip Campaign allows you to automatically send a timed series of texts to a group of contacts, and you can customize these campaigns with special triggers. For example, a customer who signs up at a retail location might get a different message than a customer who signs up online. This way, you target your audience with messages that appeal more directly to each of them.

12

Learn from Each Message

As text marketing pioneers with more than 16 years of experience, we've learned a lot about text. Once you start your own text marketing campaigns you can tailor that knowledge to the unique needs of your business and its customers.

Keep an eye on open rates and use trackable links to measure click-through rates. And though no one likes to see opt outs from their text marketing lists, they're still communicating useful information. Opt outs on the rise? Maybe you're sending too frequently or the content doesn't present a high enough value proposition for your customers? Adjust, optimize, and send again!

Learn from each message and you'll get closer and closer to what your customers want to see from your messaging.
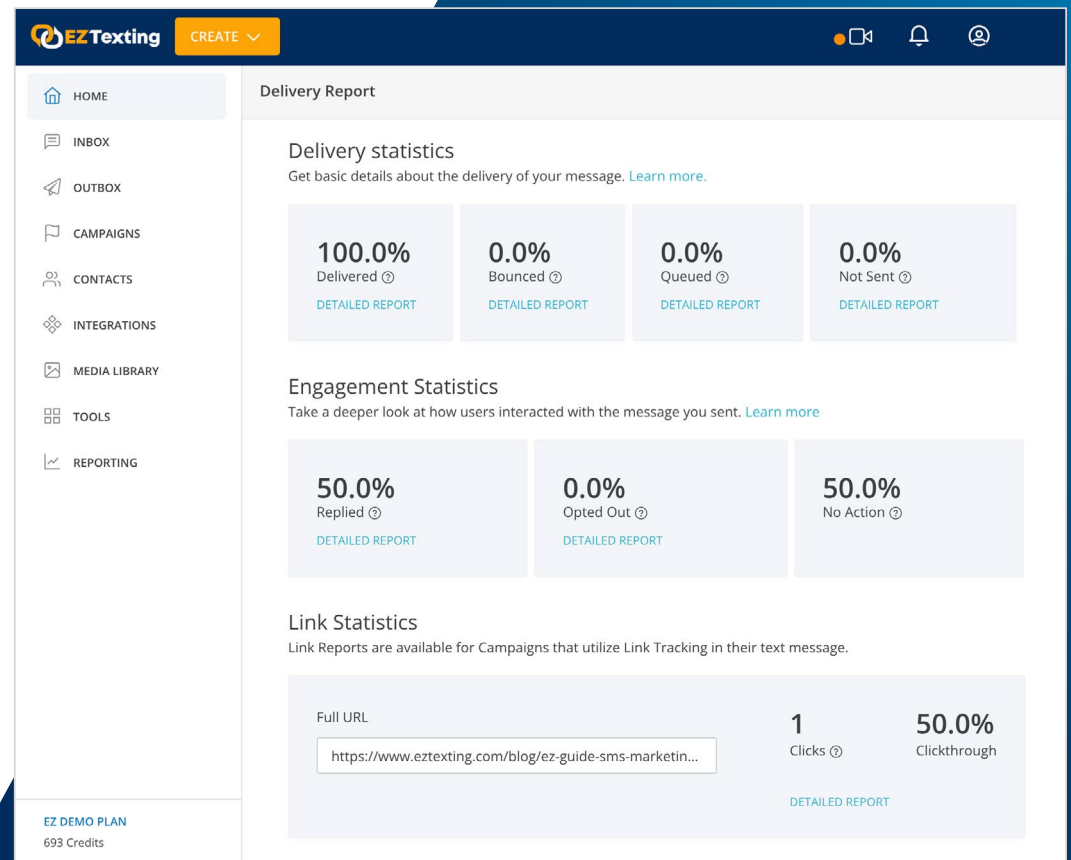
Examples of Text Message Marketing Success

See for yourself how industry-leading organizations use EZ Texting to better engage with their customers and grow their businesses.

Lee & Associates Uses Text Marketing to Get Commercial Real Estate Leads

An ongoing text marketing campaign using custom Keywords and 10-digit textable numbers has helped commercial real estate business Lee & Associates West LA close major deals, resulting in more than $1 million in revenue.

Think Idea Studio Used Text Marketing to Win Placement in a Hulu Show

Working with the local government of Searcy, Arkansas, Think Idea Studio used our text marketing platform to launch a campaign for its client to win $500K in investment and be featured on *Small Business Revolution*, a show that airs on Hulu.

Get started in 5 minutes   Reach more customers   Outstanding support

Why Have 165K 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 your business to find the right solution for your individual needs.

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

START FREE TRIAL   LEARN MORE

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

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