

## COMING SOON! TEXT MARKETING

One of the ways that businesses—both large and small—are taking advantage of the recent surge in mobile activity is by adding text messaging into their marketing mix.

I know what you're thinking, "Text messaging, that's an intrusion ... really?" Well if you think about it, how many more texts do you send vs. emails these days? Today, a majority of Americans are actively using text messaging to stay in contact with friends, family members, and colleagues.

These are people who are actively engaged in the content they're receiving. Today, 90% of text messages are read within three minutes of delivery. Add video and awesome product photographs to your message and you've just engaged your customer, quickly, and efficiently.

### How does it benefit my business?

- About \$18 for every \$1 spent
- 48 times higher than direct mail
- 15 times higher than newspaper
- 7-5 times higher than email
- 4 times higher than standard text messaging

### What do I get?

- Easy opt-in for your customers
- Simple to use
- Earn a 97% open rate within 3 minutes of delivery
- Send standard text messages (SMS)
- Send innovative picture/video messages (MMS)
- One time use coupons available
- Promotion Scheduler

