

BUSINESS TEXT MESSAGING

**ENGAGING CUSTOMERS AND
GROWING YOUR BUSINESS
USING TEXT MESSAGES**



TEXT MESSAGING



Text messaging, also known as SMS, can be a powerful mobile marketing tool for small businesses. No matter your industry or U.S. market, your current and future customers own a cell phone. And most of them are sending and receiving text messages daily as a preferred communication method.

Multiple studies have shown that smartphone users are more engaged with text messages than other mobile marketing channels such as email or social media. It makes sense when it is so easy to program a phone to sound an alert or push a

notification whenever a new text message arrives. And, because text messages are usually the start or continuation of a conversation, the majority of them are read within a few minutes of delivery.

Businesses have been using text messaging for years to easily communicate with and market to customers and clients with amazing results.

As a cheaper and easier mobile marketing option, now is the right time for small and local businesses to explore the benefits of text messaging.

TEXT MSG STATISTICS

CONSUMERS CHECK TEXT EARLY AND OFTEN

One survey found that 42% of Millennials check their text messages 10 or more times per day on average. When asked, 'how quick are you to check your text notifications throughout the day,' almost 60% of all consumers surveyed answered within 1-5 minutes of the text coming through.

CONSUMERS CHECK TEXT MESSAGES MORE THAN ANY OTHER APP ON THEIR PHONE

68% of respondents say that checking, sending, and answering text messages is the activity that they're most engaged with on their phones throughout the day, followed by:

- Checking social media updates
- Checking their emails
- Making phone calls
- Consuming news or entertainment

(Text Messaging Marketing in 2020 Report)

BENEFITS OF BUSINESS TEXT MESSAGING

Businesses large and small spend billions every year on marketing. Whether it's print, television, radio, or digital marketing, there is a need to create touchpoints wherever customers are spending their time. For small and local businesses, text message marketing may be the best marketing option to achieve this goal.

**ACCORDING TO A 2017 PEW REPORT,
97% OF 18-29 YEAR-OLDS AND 92% OF
30-49-YEAR-OLDS ARE TEXTING.**

A separate survey by GetResponse found that only 22% of marketing emails get opened compared to the 98% open rate of text messages. If you have messaging or offers that are important to your customer base, SMS has several benefits you can leverage to engage an opted-in audience.

1. Communicate with customers who want to hear from you.

A majority of marketing strategies are only effective if you can reach large sums of people, which means investing in getting your messaging in front of as wide an audience as possible. SMS marketing, like email marketing, requires the customer to opt in to participate in receiving messages. That opt-in demonstrates a direct interest in what your business has to offer. **No more wasting time or money marketing to people who aren't interested when you can tailor messaging to engage customers already invested in your products or services.**

BENEFITS OF BUSINESS TEXT MESSAGING

2. Easily manage short, concise messaging.

Much of the appeal of text messaging is short and concise messaging - making it one of the fastest and easiest ways to communicate. Any marketing channel that can get a person to perform the desired action in one or two sentences, and a link is a powerful tool for any business.

Your customers are much more likely to read an entire text message versus a whole email. Plus, text messages can be read at the customer's convenience, making them less intrusive (and less annoying) than over-done website pop-ups and unwanted phone calls.

Additionally, short text messaging means business owners **spend less time planning and deploying promotions and customer service** than with traditional marketing and communication channels.



BENEFITS OF BUSINESS TEXT MESSAGING

3. Affordable marketing directly to engaged consumers.

Low-cost text messaging directly to engaged consumers delivers immediate value to small businesses on a budget. Sending a text message is much cheaper than buying a full ad to put in front of potential customers. Pricing varies, but sending a text message for a few pennies to a customer is even cheaper than pay-per-click advertising when you want to engage consumers.

4. Customers are already used to text messaging.

Your customers are so used to their email inbox being flooded with spam and advertising, it's hard for your emails to stand out or get opened. On the other hand, most text messages are read within just a couple of minutes of being received.

Text message inboxes are far less cluttered, and knowing that the message is short, most people open and take action on a text message immediately.

Not only have the consumers on your business text list opted in to hear from you, but they are also going to open and interact with your message fast.

CONSUMERS PREFER TIME-SENSITIVE PROMOTIONAL TEXT

50% of respondents said that flash sales and time-sensitive promotions would encourage them to opt into a business's text messages, followed by back-in-stock notifications, customer support, and event reminders for things like:

- Reservations
- Appointments
- Special occasions
- Annual or semi-annual sales

CONSUMERS LIKE HAVING THE CAPABILITY TO TEXT BUSINESSES BACK

The majority of respondents (over 45%) value two-way conversations, and think having the capability to text businesses back is useful, including 43% of Gen X respondents. 12.9% even said they're more likely to support businesses that offer text-back capabilities.

(Text Messaging Marketing in 2020 Report)

TEXT STATISTICS



GETTING MORE OUT OF YOUR BUSINESS TEXT MESSAGING

When a consumer has signed up for your text message list, they've demonstrated that they believe there is value to be found on this list. With the small commitment of an opt-in, they are giving you a direct and responsive line to them.

To create successful text campaigns, take that commitment into consideration and ensure each message you send has a purpose by offering something of value, service, or convenience. Customers should feel like the list they opted into is exclusive and provides members-only benefits or features. Don't recycle social media content or news found on other channels. Instead, texts need to be exclusive and relevant to subscribers.

Discounts, exclusive savings, appointment or stock notifications, and event or sales alerts are all valuable information to share with your customers.

Consider layering in some photos or videos to diversify content and engage your audience. When you fail to provide value, the odds of your customers unsubscribing increases dramatically.

GETTING MORE OUT OF YOUR BUSINESS TEXT MESSAGING

Responsiveness is VERY Important

Texting is one of the most interactive forms of digital marketing. If you plan on utilizing the platform for two-way messaging, responsiveness will be important. Communicating on an text platform promises instant gratification. **Many actions and responses can be automated**, so you won't need midnight staffers to answer phones, but you'll want to be ready to commit to responding promptly.



Leverage Personalization

Text marketing gives you the ease of a mass marketing campaign with the advantage of providing the feel of one-on-one communication. Successful campaigns capitalize on this by utilizing custom fields and segmentation to send smarter, more engaging texts. Campaigns can also be improved by utilizing SMS integrations to connect existing marketing software with your text marketing efforts.

THE IMPORTANCE OF CONSISTENT COMMUNICATION

Every conversation with the customers or clients will give you a new way to influence their opinion about your business.

Consistent communication with customers also shows that you understand your customer's needs and helps your customer understand what your business has to offer.

Business text messaging has traditionally largely been about marketing. However, it has grown in popularity and now is widely used as a tool for communicating with customers beyond promoting products. The most effective use of SMS messaging finds the right balance. Not all your messages should be about communicating, and neither should all your messages about marketing.

Communicating through text allows you to ask for feedback and handle customer service issues. Additionally, you can send receipts or confirmations, share tracking or shipping information, or schedule appointments through text message as a way of providing value to your SMS list without marketing to them.

IS TEXT MESSAGING RIGHT FOR YOUR BUSINESS?

A text message to a person who has opted in to receive messages from your business is a powerful and effective way to communicate with prospects and customers. Businesses who are already leveraging SMS technology know that business text messaging is a proven and cost-effective way to send important sales alerts, appointment reminders, and more.

Leverage the benefits of business level text messaging:

- People always have their mobile phones with them.
- SMS messages can be customized and feel personal.
- There is less spam in the text messages.
- Business SMS messaging is fast and reliable.
- SMS is affordable and offers a high return on investment.
- Text messages are reliable and have an unmatched open rate.

Looking for an affordable and user-friendly marketing platform?

Quickly engage customers with business text messaging.

TRY BUSINESS TEXTING NOW!

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