



## TEXT MESSAGING CAMPAIGN

# NEED A MEDIUM THAT STAYS NO MORE THAN A FOOT AWAY, 24/7? THAT'S ALWAYS ON & PERSONAL?

COMMUNICATE WITH CONSUMERS BY THEIR MOBILE PHONE

### ▶ WHAT IS A TEXT MESSAGING CAMPAIGN?

Text messaging campaigns, or SMS (short message service), are an effective way to stay connected with your customers. Send Alerts, Special Deals, Mobile Coupons or Offers to customers who either subscribe or request information from your business via text message. Build your subscriber list by promoting your personalized keyword in all of your advertising.

### ▶ WHY DO YOU NEED IT?

SMS campaigns target a consumer's mobile phone - a device they never leave home without. Over 87% of all phones are able to receive texts and the average text response time is **90 seconds!**

### ▶ HOW DO WE DO IT?

Our specialized team does all of the work for you! You tell us your goals for the campaign and any specific ideas for messages and we do all of the sending and reporting for you so that you're free to run your business!



**66.8%**

OF ALL WIRELESS USERS  
ARE SMS CUSTOMERS



**25.4%**

OF THE TOTAL MOBILE  
AUDIENCE SUBSCRIBE TO  
ADVERTISING SMS ALERTS



**8.2%**  
**RESPONSE RATE  
OF TEXT CAMPAIGNS**  
COMPARE THAT TO 1.7% FOR EMAIL  
AND 3.4% FOR DIRECT MAIL

Source: DMA 2010 Response Rate Report.

**GET STARTED TODAY!**