

VIRTUAL CONSULTANT

YOUR RESULTS

Hi there,

You mentioned that you're trying to **MARKETING TO AN EXISTING AUDIENCE** and have a number of ways you've been reaching out to your target audience. Well, we've got good news -- you're way ahead of the game. We can get you started on building your text messaging list quickly and introduce you to some great, advanced features.

KEYWORDS: A Keyword is a customized word you'll create in your Group Texting account to begin marketing so that you can grow your list. Keywords tell us which messages should be assigned to certain inboxes or Group Texting accounts. When people text your Keyword to our long code, they can opt-in to your list or a specific thread of messages you might send out. This opens doors to almost every other SMS tool you'll have at your disposal.

RECURRING MESSAGES: Recurring Messages allow you to schedule texts that will repeatedly broadcast to your audience, daily, weekly or monthly. You'll be able to set it up as you're composing your message, and they're great for messages you need to send out on a regular basis, like payment reminders and other notifications.

GROUPS: Groups make it easy to organize your messaging. You can send specific messages to specific groups, or even connect those groups to various keywords in your account. It's a simple, but crucial feature to help automate your SMS marketing.

DRIP CAMPAIGNS: Drip Campaigns let you set up a time-released series of text messages that are delivered in a specific order. This simplifies the process of sending messages to different recipients in the same order, but at different times, and comes in handy when you're aiming to guide each of your audience members through the same experience.

WIDGETS: Once you've mastered communication with your existing audience, want to continue growing your list? Web or social Widgets make it easy to invite sign-ups to your SMS list using your existing social media platforms or website. We'll provide the instructions and the code (if needed) for you to easily copy and paste into your site, triggering a small sign-up box to appear, linked directly to your Group Texting account.

Before you begin contacting the numbers on your list, be sure you have opt-in consent. Advertising a keyword and letting contacts sign up on their own is the easiest and automatic way to ensure that they want to receive your messages.