Hi there,

You mentioned that you're trying to **BUILD A NEW AUDIENCE** and don't currently communicate with a target audience. Well, we've got good news -- you're about to discover the fast track to boosting the value of your marketing portfolio. Mobile marketing will give you a low-maintenance, yet direct way to communicate with an audience. Here's what we suggest you use to get started.

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. They're easiest to market in writing, so if you don't have them already, be sure to obtain and use email, web, social media, and/or print to advertise your keywords.

WIDGETS

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 EZ account. *Once you have a social media platform or website set up, these are a great way to jumpstart the growth of your SMS list.*

INBOX & REPORTS

Once users begin signing up for your list using your Keyword, you'll see their text messages appear in your Inbox and you'll begin seeing activity in your Reports. While you can monitor your list growth in real-time by keeping an eye on the number of contacts in your contact lists and each of your Groups, Reports are a great tool to help you monitor how your campaigns are doing.

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.