

VIRTUAL CONSULTANT

YOUR RESULTS

Hi there,

You mentioned that you're trying to **MARKETING TO AN EXISTING AUDIENCE** but may have limited ways of reaching out to your 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.

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.

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.

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.