

FIVE SIMPLE STEPS TO A SUCCESSFUL TEXT MARKETING CAMPAIGN

A PUBLICATION OF  **TEXTIFY**
MOBILE





Let's face it, we LOVE our phones. Think about the last time you were without your mobile phone or that antsy feeling you get if you're traveling and you need a charge. You're not alone in your nomophobia. Eighty-one percent of people couldn't go more than a day without their cell phone (TIME Mobility Poll). There's no doubt about it: we live in a mobile world.

Marketers recognize that. According to a new report from eMarketer, spending on digital advertising globally will grow 16.7 percent in 2014 to \$140.15 billion, marking the first time digital will make up more than 25 percent of global media buys. Mobile is driving that growth. Marketing spend on smartphones and tablets will jump 84.7 percent this year to \$32.71 billion.

**...DIGITAL WILL MAKE
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Marketers will continue to pour more money into mobile and digital tactics, and there's no doubt that investment will keep growing. Consumer brands ranging from Snapple to Starbucks use SMS marketing to target consumers, and nonprofits and ministries are increasingly recognizing the power of text marketing and giving.

If you want your message to be seen instantly, text marketing is the way to go. Ninety-seven percent of marketing texts are read, while the open-rate of marketing emails is typically 10 percent. And 90 percent of texts are read within three minutes.



You know you need to start a mobile campaign, but you're not sure where to start. We're here to help! Follow our five easy steps to connect with customers, raise more funds, and become a trusted mobile maven.

1 | **SET GOALS**

Before you launch an SMS campaign, you'll want to establish an end goal. Do you want to build your opt-in list? Increase new donors? Sell product?

Understanding why you're using text marketing and what your goals are will help you choose a service and design a campaign that's right for you. If your goal is to keep in touch with customers and supporters, you'll want to be sure to have plenty of messaging credits and easy group management and message scheduling. If you're looking to build a new contact list, think through incentives you could offer. If you're trying to raise funds at an event, text-to-give is the way to go.

Remember that texting is simply an extension and expansion of existing marketing efforts. It's the best way to reach a modern audience wherever they are. Think about what other marketing campaigns and tactics have been beneficial for you and about how you could mobilize them!



2

CHOOSE A PROVIDER

CHOOSING A PROVIDER

To run a successful text marketing campaign, you must have a text marketing provider (unless you want to blow up your cell phone bill on thousand-person group messages!). Services like Textify make it easy for you to build lists, store contacts, send messages out to everyone or to segments, schedule messages, and accept text donations. These platforms help you accomplish your goals and stay within the legal regulations for SMS marketing. When looking for a service, choose one that:

- Is affordable. Most will charge you by number of messages sent or contacts you have.
- Offers you a unique keyword that subscribers can text in to join.
- Includes easy-to-use texting features such as:
 - Group management
 - Scheduled messages
 - Automated responses
- Includes text-to-give functionality (choose one that deposit funds directly in your account, unlike donations through cell phone carriers).



CHOOSING A KEYWORD

Drill down to the heart of any SMS marketing campaign and you'll find the SMS keyword and short code. A short code is a shortcut for a telephone number, which companies use for mobile marketing; for example, Textify's short code is 34444. A keyword is a short word unique to you that distinguishes your lists from all others using a shortcode. Think of it like your website URL; if we were to choose a keyword for ourselves, we would probably choose "Textify".

TIP: Users will interact with your shortcode and keyword in order to join your lists or make donations to you. For example, someone would text "join" and the keyword "Textify" to the phone number "34444" to join the Textify text messaging list. They could text "give" and the keyword "Textify" to donate to Textify.

Remember to align your keyword with your organization and the objective of your campaign. A keyword should be short, simple and catchy.

TIP: Sometimes you'll want more than one keyword to distinguish different campaigns from each other. Some organizations use different keywords for different events, giving campaigns, or campuses and groups. But you'll always want to choose a general keyword – the name of your organization or a closely related word – for your primary keyword that drives all general communications.



3

PLAN YOUR CAMPAIGN

Text marketing can be used in so many different ways, it can be tough to know where to begin! Whether you're a business, nonprofit, church, artist, club, team, you name it, there is a text marketing campaign for you. Here are just some ideas about ways you can use text marketing and text-to-give:

- Send out notifications about event or service cancellations
- Let team members know of a change in time or location
- Send prayer requests out to the prayer team
- Remind volunteers of dates and information
- Send out daily devotionals and encouraging content
- Send appointment reminders
- Send coupons to loyal customers
- Raise funds for your school's booster club
- Accept tips for a band at a show
- Sell merchandise and products at conferences and concerts
- Take audience polls at events
- Easy sign up for newsletters at events and conferences
- Raise funds at an event, race or gala
- Offer a text-to-give option for weekly tithing

Once you know how you plan on using texting, you can come up with the best "strategy" for getting audiences engaged!



FOR COMMUNICATIONS CAMPAIGNS:

The biggest challenge when running communications campaigns is getting people to sign up for your list. Text messaging is still a fairly personal form of communication, and audiences are less loose with their mobile numbers than with their email addresses. Your strategy should focus on how to encourage people to sign up.

If you're providing pertinent, real-time information such as cancellations, appointment reminders, or notifications, this is often an easy ask. Many people prefer to receive this type of information via text, and simply letting them know it's available is enough to get their thumbs moving.

If you're trying to build a text marketing list for newsletters and promotional communications, it's best to bait the hook with an incentive. When you offer people something of value in exchange for signing up, they'll be much more open to receiving texts from you. Ideas include:

- A free ebook or download
- A discount or coupon
- Free item from the merch table
- Valuable ongoing content, such as daily devotionals

TIP: With automated responses, you can easily send out ebooks and coupons when someone signs up for your list.



Once you've built a list, keep audiences engaged with regular (but not spammy!) messages. Send out valuable content, such as coupons, or scheduled content they can expect, such as an update once a month. And as always, include calls to action!

FOR GIVING CAMPAIGNS:

Text giving is extremely effective when done in conjunction with a campaign or event, at least for the first introduction. For example, one church used Textify for its Christmas Eve giving while another used it to facilitate a campaign where everyone was encouraged to give \$1 to show the impact even small gifts could give. Text giving tends to be consistently effective at events such as conferences, races, galas or other fundraisers. Create a moment where people are collectively encouraged and inspired to get out their phones and give. Once your audience becomes comfortable with the process, they will be more likely to use it on a weekly basis.

- Create a special event launching your text-to-give campaign or pair text-to-give with existing fundraising campaigns, such a special offering, telethon, or fundraising event. Text giving gives people without cash or check an easy way to give and takes away any "I left my wallet at home" excuses!
- Don't just post your text-to-give information on signs at your event (though you should do that too!). Create a specific moment where someone gives an appeal or call-to-action. With everyone getting out their phones to give, no one wants to be the Scrooge who doesn't participate.



- While texting is something people do everyday, most target audiences need a basic explanation of the process the first time they give. During your appeal, walk audiences through the process by making a sample donation and show them how easy it is.

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MORE LIKELY TO GIVE
ON AN ONGOING BASIS.**

Once audiences are comfortable with the process, they'll be much more likely to give on an ongoing basis. For example, if you are a church, post your text-to-give information on the screen each week during the offering for those who prefer to give on their phones.



4

PROMOTE YOUR CAMPAIGN

If a tree falls in the forest, will anyone hear it? Likewise, if your text marketing campaign is not reaching anyone, what's the point?

To run a successful campaign, you'll need to promote, promote, promote. Giving people the information they need to sign up or give can be as simple as posting a call to action with your keyword and shortcode, so it's easy and important to include texting information on everything from your website to collateral and events signage.

TIP: Some people not familiar with the text sign up or giving process can sometimes get a bit hung up on exactly what they need to text (and to who!). Be sure promotions include exact verbiage you want people to use. For example "To join our text list, text 'Join Textify" to 34444."



One of the best ways to promote your text marketing campaign is at a special event, such as an annual conference, fundraising event, or special service. Audiences tend to respond best in real-time scenarios, so utilize an event to create a strong launch for your campaign. Some ideas for promoting and leveraging your SMS campaign at an event include:

- Include text opt in info on the:
 - Event brochure
 - Email blast promotions
 - Print materials
 - House ad on event website
 - Signage at registration area
 - Event slides
- Announce your text campaign from stage.
- Create a clear appeal or call to action during the event.
- Poll the audience or ask for feedback during events.
- Offer the option to sign up for a newsletter, get a free download, or make a merch purchase during an event. Giving people an option to skip the line or beat the crowd is a big advantage to incorporating texting into your events.

TIP: Include visuals. Most people need to see your keyword and short code in order to remember it. Create a bold, easy-to-see graphic with step-by-step instructions or a video tutorial. Even something as simple as a sign or slide with your keyword and short code will help ensure people enter the right information.



Social media is also a widely effective communications channel for reaching the masses and reinforcing your overall message. Here are some ideas for promoting your campaign via social media:

- Tweets
- Facebook updates
- Infographics that offer interesting data
- Blog updates

And don't forget more traditional promotional ideas:

- Website
- Collateral
- Company newsletter
- Email blasts
- Email signatures
- Wearables (fun ball caps or t-shirts)
- Event "swag" (pens, mousepads, wind-up toy chickens, etc.)



5

EVALUATE THE CAMPAIGN

One of the most critical parts of your text messaging campaign is evaluating how well it performed. Are you just spinning your wheels? Did you achieve your goals? Why or why not?

**...START WITH YOUR
SHORT- AND LONG-
TERM GOALS IN MIND.**

First of all, circle back to your initial objective. What do you want your SMS marketing campaign to do? Do you want to increase number of donors? Generate brand buzz? Build your opt-in list? Your marketing should start with your short- and long-term goals in mind, and the metrics you pay the most attention to will be dependent on those prioritized goals.

For example, if one of your objectives is to build a massive customer text message marketing list — which will not only help you engage your customers over the entire customer engagement lifecycle, but also reduce overall/ongoing SMS marketing costs — your ratio of subscribers to the number of text messages sent (or number of impressions from the media used to advertise the SMS call to action) will be paramount. This will show you how effective the particular SMS marketing message or media outlet was in generating actual subscription results.



Once you've taken the time to fully evaluate your campaign's success (and failures) learn from what rocked and learn from what dropped. When planning out your next campaign be sure to maximize on your past success. You could also consider polling some of your users post-campaign to ask them what improvements could be made. After all, they're your target audience!

TIP: Announce your success! Make sure you clearly communicate the end of your marketing campaign, especially if it is tied to a fundraising goal. Publicize the results via SMS message as well as on social media and other traditional communication vehicles. People like to know they were part of something big, and showing your appreciation will encourage them to participate in the future.



BONUS:

TEXT MESSAGING DO'S AND DON'TS

Want to make sure you stick to proper “textiquette” during your campaign? Follow this tips and best practices:

DO'S

- **Remember the “What’s In It For Me factor”.** Make your target audience feel like a VIP. Whether it is a discount, critical information, or a promotion, providing your audience with what they want will ensure they don’t opt out of your SMS marketing list.
- **Send your messages at the right times.** One of the most important aspects of SMS marketing is to send the messages at the right time. Short, valuable messages can be sent more often than emails, but as a rule, you probably don’t want to be texting your customers more than 1 – 2 times per week. And sending text messages during normal business hours is best. You don’t want to send 5 a.m. marketing messages on a Saturday morning and get instantly labeled as annoying.
- **Keep it personal:** Building your brand successfully means you are giving the consumer what they want while also showing them you are a business that cares. SMS marketing enables a more personalized experience with the consumer, but never forget to interact with them personally whenever it is possible.



- **Always include a call to action.** Your campaign must include a concise and clear call to action included in your message you are doing it wrong. Your message must be relevant.
- **Choose your wording carefully:** Yes, you are very limited with the number of words you can include in your message. Make sure you engage and attract your audience with carefully chosen text.
- **Integrate your SMS campaign with other marketing activities.** A text message marketing campaign can be made more effective by tying it in with your other marketing initiatives. It can be used as a helpful reminder to customers to take advantage of an existing promotion.

DON'TS

- **Don't assume that everyone knows who you are.** Choose a keyword that consumers will easily recognize and relate to your brand.
- **Don't spam.** We get it. You're super pumped to launch your text marketing machine. But never assume that everyone else is as enthusiastic about it as you. It is fine to send a message each day, or each week, but do not send multiple messages within the span of 24 hours. Not everyone has unlimited or free messages, and many will find it annoying to hear from you every couple of hours.
- **Don't be too self-promotional.** Yes, you want to promote your ministry, increase donations, etc. However, you should keep in mind that all of your SMS marketing messages do not have to be promotional or related to



fundraising. Share helpful updates and information with your list, such as programming updates or reminders.

- **Don't be too cutesy.** Save the LOLs and viral cat jokes for your personal pages. Keep your messaging professional. While you want to be engaging and interesting, don't take it too far and don't offend anyone.
- **Don't break the law.** You must have permission from subscribers to send them text marketing messages. If you don't have their permission, not only will you be breaking laws and possibly be subject to legal penalties, but it will also cause your business or organization to look spammy, create a bad name for yourself, and annoy your customers. Make sure you have your customer opt-in to receive texts from your business by texting a key word to your SMS # or email.

We hope this download serves as a handy dandy guide to the power of SMS marketing and how texting can help you achieve your goals. We'll be posting information about upcoming webinars and videos so be sure to follow us [Twitter.com/textifymobile](https://twitter.com/textifymobile) and <https://www.facebook.com/textify>

You can also email us at help@textifymobile.com We're here to help!



ABOUT TEXTIFY

Call us biased, but we think we have just the service for you. Textify is the mobile communications solution specifically designed for the needs of religious organizations and nonprofits. Featuring easy-to-use text messaging and mobile marketing services, Textify empowers you to reach your audience wherever they are. Some of the wow factors include:

- Text giving from any phone
- Fundraise and engage supporters during events
- Send urgent cancellations or closings in real time
- Communicate with staff and volunteers wherever they are
- Schedule reminders, devotionals, prayer requests, and more

Visit www.textifymobile.com to learn more or drop us a line. You can try out Textify (with text giving!) for free with our one month free trial! Head on over to textifymobile.com to sign up today.



www.textifymobile.com