

SMARTCONNECT

How To Engage Customers

THROUGH

*Text
Message*



An Opportunity You Can't Miss

Text messaging has forever changed the way we communicate.

While most still view it as a way to stay in touch with family and close friends, a few smart businesses are starting to realize its limitless potential as a marketing tool and a way to develop meaningful connections with customers.

Most of your marketing emails are sent to a flooded inbox, floating in a sea of unread messages. (If everything is bold, nothing is bold).

But text messages are different.

With the right SMS tools, your message will be heard, and quickly. Texts have an open rate of 98% and almost all are read within 3 minutes of receiving them. Email can only dream of those types of numbers.

And don't believe the myth: Texting is *not* just for personal messages between friends and family. People actually prefer to receive texts from businesses over emails or phone calls.

You can't miss [this opportunity](#).

In this guide, you'll discover exactly how text messaging helps you create personal connections with your customers. Connections that attract new business and keep your existing customers coming back.

Text Messaging is Right for Everyone

While traditional marketing activities like printed ads and broadcast media still have their place in the marketing mix, text message marketing (also known as SMS marketing) sends targeted messages to the place where customers are most likely to see them: the texting app on their smartphone.

Regardless of size or industry, engaging customers with text messaging is one of the largest opportunities for your business

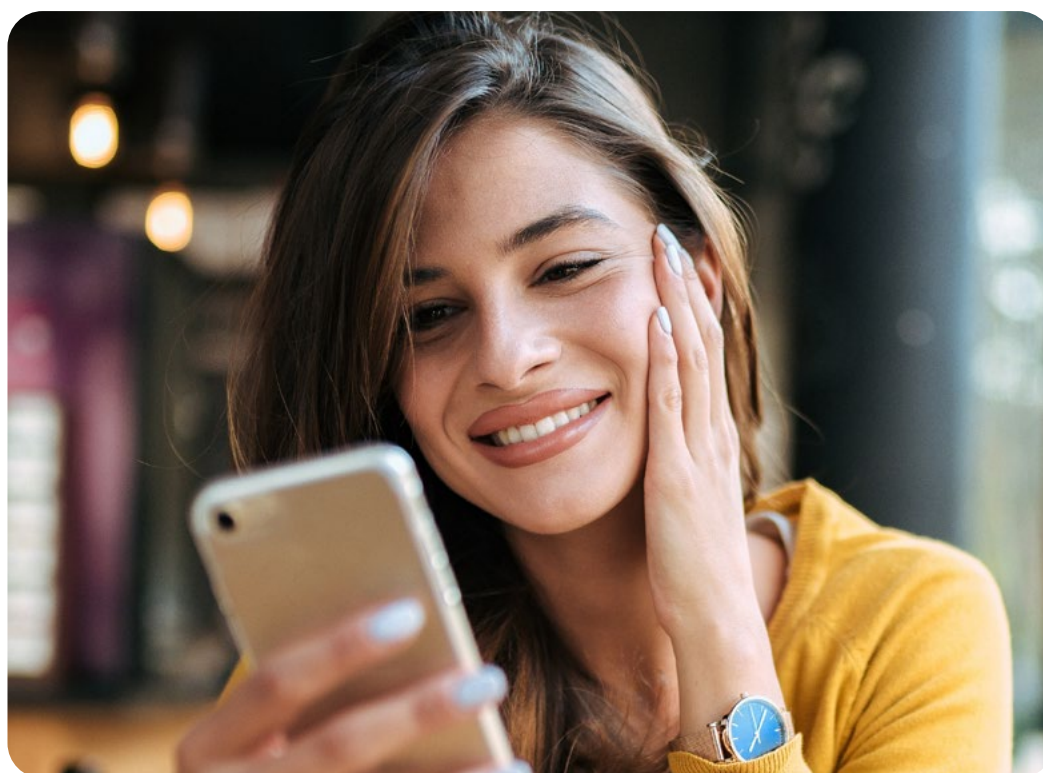
Provide the Best Customer Service

With text messaging, customers have direct access to your service reps, allowing you to resolve problems quickly and efficiently. In seconds, turn a potentially bad experience into an opportunity.

Using Two Way Texting, QR Codes, Appointment Reminders, and Polls/Surveys, you'll eliminate virtually all of the frustrations customers typically have with customer service.

No more long phone calls or chat apps that are confusing and annoying to use.

Instead, provide convenience each and every time.



Two Way Texting

Customers prefer text messages to phone calls or email because they're less time consuming, more convenient, and they like the immediate response.

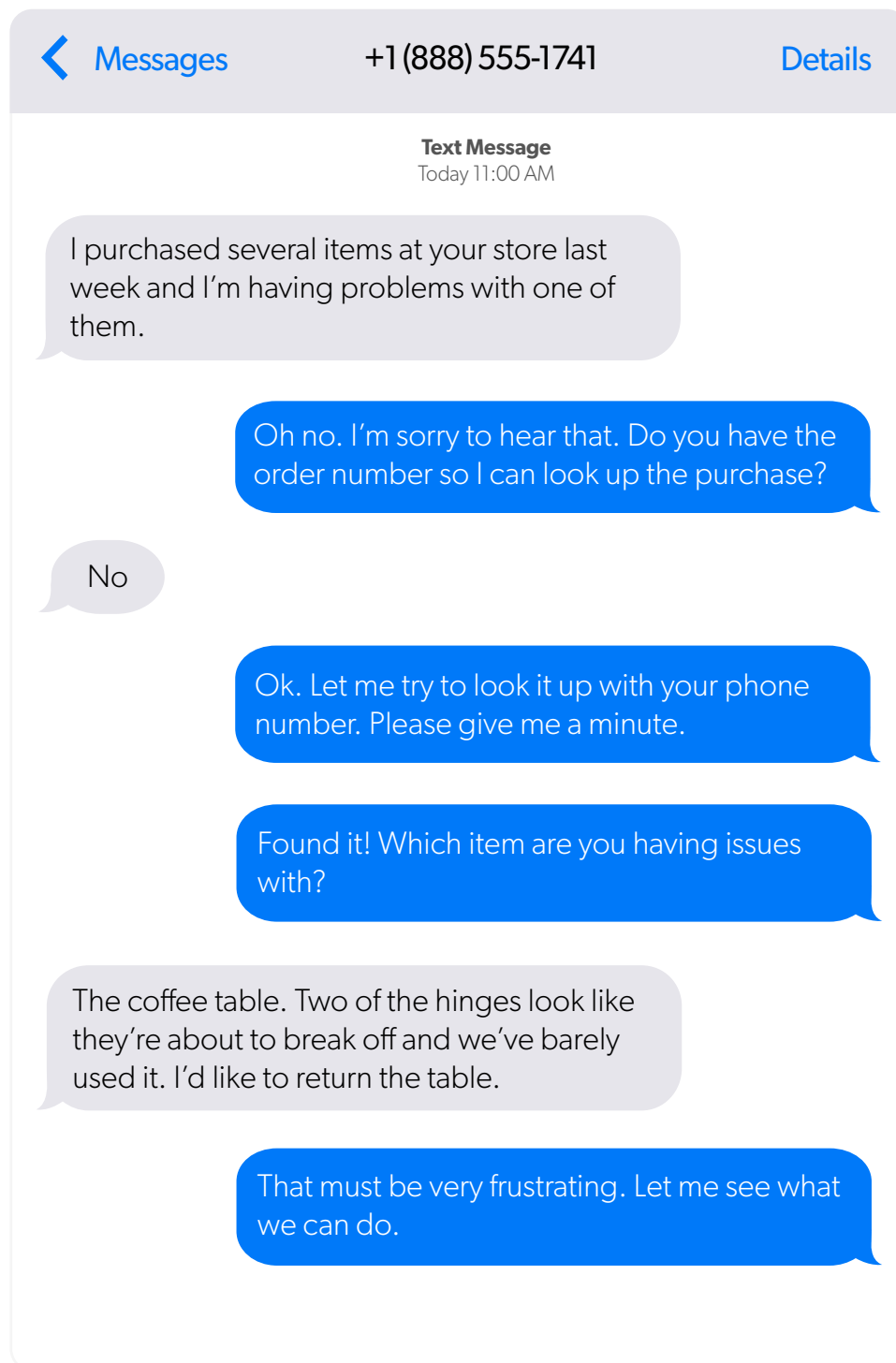
A real-time, back-and-forth text conversation with a customer is one of the most effective ways to resolve a problem before it turns into a negative experience.

It reduces customer frustration and saves your business time and money.

But be careful, not every text messaging company provides this feature. Many let you text *them*, but don't let them text *you*.

This encourages one-sided conversations, and no one likes those.

Connect before the sale, engage after the sale, and encourage future sales with two way texting.



QR Codes

In the past, you needed to install a separate app on your phone to scan a QR Code. Today, the process is much simpler, with smartphones using the built-in camera to scan them. For customer service, QR Codes work beautifully.



Begin by including the QR Code (created in SmartConnect) on your in-store signage, receipts, and social media pages. When a customer scans it, a text message is automatically composed on their phone.

Immediately after sending, the customer is connected with a person on your support team, with whom they can have a one-on-one, real-time chat over text message.

Future conversations can be started from either side by replying to this same message.

Appointment Reminders

People hate missing their appointments, and no-shows mean lost revenue. Plus, it's hard for people to reschedule another appointment around their busy days.

With SMS appointment reminders, you can eliminate the number of missed appointments and offer an easy way to reschedule.

Increasing advanced notifications and decreasing missed appointments saves you time and money.

Some people think that reminders might annoy their clients, but studies have shown that productive interactions improve satisfaction and increase the likelihood of them coming back to you.

Text Message

Today 10:38 AM

You have an appointment scheduled with Dr. Keith Horton tomorrow, September 13, at 2:30PM.
Text 1 to confirm, 2 to cancel, or 3 to reschedule.

Surveys



It's difficult to gauge customer satisfaction without feedback.

You can improve your customer services by encouraging customers to take a quick poll or survey after each purchase.

These can easily be sent via text.

People are more likely to respond within a day or two, and you will be able to address any problems before they go online and give you a bad review.

Grow Your Customer List, Quickly

One of the largest marketing obstacles is your customer list, or lack thereof. You may already have a shortlist of names, phone numbers, and email addresses in your point of sale or CRM. Each name on that list has the potential to become more engaged with your brand. This is a great place to start, but you'll need more.

Keywords

We see keywords everywhere, from grocery stores to political ads. People appreciate the convenience of text-to-join, and you'll love how the whole process is automated.

A customer texts a keyword to a phone number, and they are automatically added to the list. It's that easy.

After they text the keyword, they receive a welcome message that confirms their opt-in to your text marketing program, as well as a digital coupon.

You have a lot of options on how you follow through with them. The secret to an excellent keyword campaign is choosing the right word, phrase, or combination of letters and numbers. You should avoid confusing phrases or words with lots of symbols in place of real letters, such as \$ for S.



La Fiesta Mexican Grille

48m

We're thrilled to announce La Fiesta Loyalty! Get exclusive access to weekly discounts, free menu items, and an extra special deal on your birthday. Plus, enter our monthly contest for a chance to win BIG!

To enroll, text **TACOS** to **888-555-1741** or **scan the QR Code** below. You'll get a free appetizer just for signing up!
[#texmex](#) [#loyalty](#) [#freestuff](#)

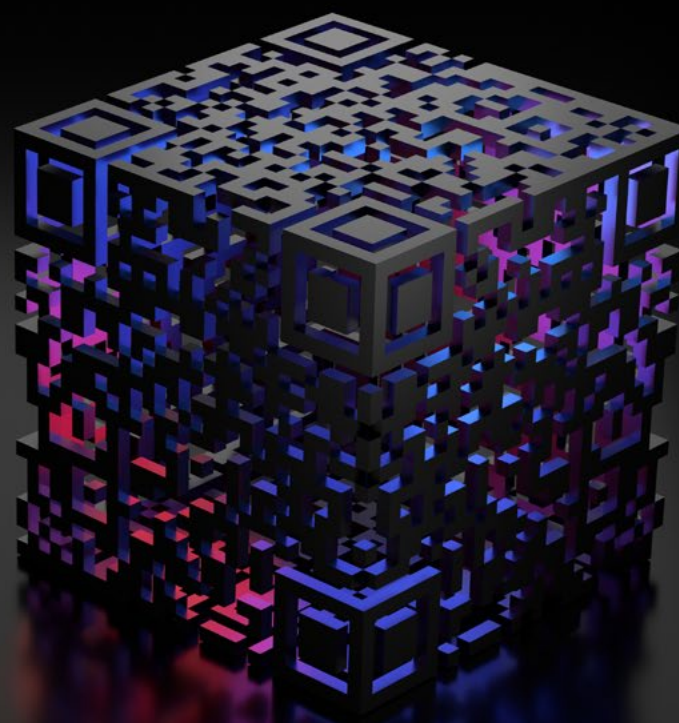


QR Codes

QR Codes are a great way to add customers to your list. A customer simply scans one of your QR Codes (created in SmartConnect), and a text message is automatically composed on their phone. When they click send, they receive valuable information (or redeem an offer) and you add one more customer to your list.

In addition to growing your customer list, QR Codes automate processes like opening a website (great for online menus), composing an email, or even logging on to your in-store WiFi.

In SmartConnect, each QR Code can be individualized so that you can place them in print ads, on your in-store signage, on receipts, and on your social media pages. This helps you track where they are scanned and identify what's working best.



Website Widgets

You've invested a lot in building and maintaining your website. It's a major lead generator for your business and invaluable to your company. But are customers able to opt-in to your text messaging list(s) while there?

QR Codes are great, but you can't scan a QR Code with your phone while you're on your phone. Keywords do work for this purpose, but website widgets make the process even easier.



A website widget is a simple form that you can integrate into your current website without the need for an entire team of developers.

Let visitors know that being on the list gets them free access to discounts and promotions, all personalized to fit their needs.

JOIN NOW

To Unsubscribe - Reply 'STOP' to any message you receive

For Help - Reply 'HELP' anytime.

Your privacy is always protected and your information will not be shared.

Consent is not required as a condition of purchase.

Message & Data Rates May Apply

Powered by SmartConnect

Stay In Consistent Contact

Bulk SMS

Bulk text messages (text blasts) are short and easy to write. They are perfect for broadcasting sales and other timely offers to the people that matter.

Campaigns are easy to create, and can be written and scheduled to send ahead of time.

You can also divide customers into segments, allowing you to send just the right message to just the right customer(s). They will love getting relevant offers and VIP treatment.



MMS

Need to show off a new product or in-store event? Add a compelling photo, video, or audio clip. This is known as an MMS (multimedia) message, but that's not really important. Just know that you should include media when you really want to generate a buzz.

Use Splash Pages for More Space

Got a big promotion that won't fit in a bulk SMS message?

You can place a short link in your bulk SMS message directing customers to a splash page on your website that gives more details about the promotion and how to take advantage of it.

Splash pages typically have a concise message with a clear call to action and fewer visual elements than a regular page on your site. They also gather data on page views and click-throughs.

Engage Leads With Two Way Text



As we've seen, Two Way Texting is perfect for improving customer service.

But did you know that it is also a lead generation tool?

For instance, a customer receives a text about a sale and needs more information before visiting your store. With Two Way Texting, they can ask a specific question and get an answer within seconds.

Offer a Simple Loyalty Program

With SMS, building a loyalty program is easier and more cost-effective than ever.

Remember when loyalty programs consisted of those paper punch cards that you kept in your wallet? Thankfully, those are (mostly) a thing of the past because digital punch cards have replaced them. They're basically the same idea, but they won't get lost or damaged.

With an SMS loyalty program, simply text your subscribers a "punch code" for the day and points are automatically tracked for each customer. When they reach a points milestone, they'll receive a reward notification via text message.

The Loyalty Kiosk is an iPad that sits on your store counter. It's a simple and non-intrusive way for customers to join your loyalty program, register a visit to your store, and check their loyalty points balance. They can also use it to join one of your text messaging lists.



Start Reaching Customers Through Text

The goal of any marketing strategy is to increase customer engagement, which ultimately leads to more sales. Text messaging provides opportunities to engage with customers on their terms. Best of all, small businesses can do this without a major capital investment.

This begins with understanding your customers' preferences and expectations. Then you can design a strategy that evolves over time. The key is to focus on the individual customer's experience.

What do they need? When do they need it? Whether it's improving customer service or expanding your marketing, text messaging will help.

SmartConnect has all of the tools you need to get started with text messaging. To learn more, please watch our [Demo Video](#). Or, request an [Online Demo](#) with one of our experts. You can also call or text us at **727-463-9987**.

We look forward to learning more about your company!



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