

THE ULTIMATE GUIDE TO TEXT MARKETING



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TEXT MARKETING



betwext

PRICE: \$47.95

NEW FOR 2021

**The ULTIMATE Guide to
Text Message
Marketing!**

or...

**How To Grow Your
Business With Mobile
Marketing!**



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Grow Your Business At: www.betwext.com

Introduction

Thank you!

I want to take a moment and say thank you for purchasing this guide to mobile marketing. It will be the best decision you make this year... I guarantee it.

Right now mobile marketing is taking off, like a rocket! Here's proof:

- 64% of all adults in the US have a smartphone.
- 91% of Americans report their smart phone is within reach 24/7/365.
- 65% of all adults SLEEP with their cell phone!
- Americans spend an average of 2 hours and 46 minutes every day on their smartphones.
- 150 – the number of times, an average American, looks at their phone every day.

The most popular use for a phone – text messaging! Think about that... more people use their phone to send text messages... then use them to MAKE PHONE CALLS!

- 4.1 BILLION text messages are sent worldwide every day.
- 93% of text messages are read... vs. 20% for email.
- 40% of customers are interested in receiving coupons on their phone!
- Mobile coupons are 10 TIMES more likely to be redeemed and shared.

Like I said, Mobile marketing is huge. The question is, why aren't you using mobile messaging to grow your business?

I bet you think it's difficult...

But it's not.

As a matter of fact, later, I'm going to show you how to get started sending

high impact text messages in just 10 minutes.

But first, I'm going to share with you everything you ever wanted to know about mobile marketing... the good, the bad, and the ugly.

We're going to answer the following questions:

- Why Should I Use Mobile Marketing For My Business?
- How To Do Mobile Marketing, The Easy WAY!
- How Would I Use Mobile Marketing For My Business?
- What's the Best Way To Do Mobile Marketing?

After covering all those details, I'm going to end with... **A Shameless Plug For My Company – Betwext.com.**

You may not know this, but Betwext.com is a leading provider of text message marketing for small businesses. We have thousands of customers, who send millions of messages.

You see, we have the benefit of seeing what everyone does right... and what they do wrong.

And I'm going to share all of that knowledge with you today!

It's like getting an inside look at your competition's marketing efforts.

If you want to get started with mobile marketing for your business, you can sign up here... it takes just 10 minutes to get started.

<https://www.betwext.com/technology-price-2/>

Enough of that... let's get started!

Why Should I Use Mobile Marketing For My Business?

I love this question.

I get asked this question all the time. Let's start from a 30,000 foot view.

You run a business... a small business.

You want to grow your business.

You with me so far?

So, the million dollar question is, how do you grow your business?

I know of three ways to grow a business...

- 1) You get new customers
- 2) You get current customers to buy more
- 3) You get current customers to buy more frequently

Three ways... that's it.

You can search high and low to try and grow your business, but I guarantee you, all you need to do is focus on one of those three areas, and your business will grow by leaps and bounds.

Now, any smart business person will know, to get new customers, or get current customers to buy more, or more frequently, you've got to be advertising.

Advertising in today's digital age isn't something you SHOULD do... you MUST BE ADVERTISING.

Every day, Americans are inundated with advertisements... you see them on TV, you hear them on the radio, you read them online.

Heck, you'll see ads on your smartphone!

If you're not advertising, you've got one foot in the grave.

But advertising isn't a "set it and forget it" process. You've got to do it the right way... and it takes time.

If I was given only one way to advertise, I'd pick mobile advertising.

Why?

Think about it... most people have a cell phone... and many of those are smartphones. Many people carry their cell phones with them 24/7. And the biggest use for cell phones – to send text messages!

Everyone knows how to text. You text. Your customers text. Everyone texts.

So why aren't you communicating with customers and prospects via text?

Major brands are starting to wake up and use mobile marketing in their advertising strategy...

Take for example, Coca-Cola.

Coke! The huge Fortune 100 Company uses mobile marketing. Recent news indicates they are allocating 70% of their mobile marketing budget to mobile messaging.



But they're not alone.

Other major companies are using text messaging too.

For example Dunkin Donuts.

UMMM... donuts... I love donuts... *Sorry, let me wipe up the slobber.*

Yes, Dunkin Donuts is using mobile marketing. I read a case study where the donut chain wanted to get teenagers in Boston to try a new drink product.

What did they do?

They sent out thousands of text messages with a coupon. A coupon was sent right to the phone of their target customer...



The result... Oh, a simple 21% increase in store traffic!

Can you believe that? Store traffic jumped 21% but even better was customer engagement. The company tracked their messages and found that 25% of customers SHARED the coupon with their friends.

Dunkin Donuts figured out how to get their customers to do marketing for them.

Mobile marketing is powerful...

So, let me share with you a case study from one of our own betwext.com customers.

HOW HERBSISTAH.COM CREATED \$1,400.00 IN NEW BUSINESS FROM JUST ONE TEXT MESSAGE...

“THE HERB LADY” Dr. Eshe Faizah, is an Herbalist, Organic Master Gardener, Herbal/Nutritional Counselor, Kinesiologist, and Author... and an AVID Betwext.com user.

Based in Atlanta GA, The Herb Lady provides Classes, seminars, and products to help her customers live a healthy life. You can find her website at www.herbsistah.com

She started using email, over 10 years ago, to communicate regularly with her customers, but discovered “People don’t read email messages any more!”



After searching the web, Eshe found Betwext and signed up right away.

“I picked Betwext because it didn’t have a start-up fee or big monthly cost.”

Once signed up, She found accessing and using the system easy... Eshe didn’t even crack open the user's guide!

Eshe started sending text messages on a regular basis to her list of customers. Now, she sends a weekly message that goes out on Thursday or Friday. “I look at the money in, and how much I’ve made from the text message.”

Recently, she sent a Happy Mother’s Day text to her list and was happy to report \$1,400.00 in orders – just a few hours later.

I’d call that a successful text message!

Eshe has a few hundred phone numbers in her database. She adds customer contact info manually when customers request it... and by giving out her number at talks, seminars, and to customers who call in and order.

Note: All case study customers received texting credit for their participation.

As you can see, mobile marketing is a powerful advertising platform. Major players like Coke and Dunkin Donuts are using text messaging to grow their business. And small business owners like Dr. Eshe Faizah are successfully using text message marketing too...

The question is, Shouldn’t you be using it too?

Now, I know what you’re thinking... “I’ve never done mobile marketing before... it sounds complicated.”

Worry no more... I’m going to show you how easy it is to do mobile marketing...

How To Do Mobile Marketing, The Easy WAY

Alright, I've convinced you that mobile marketing is critical for your business. But before we get in too deep, let me share one major thought with you.

Mobile Marketing Can't Be The Only Marketing You Do.

Think about that for a moment...

If you want to run a successful business long term, you've got to diversify your business and marketing on different levels. You know I'm right. Just think of any major brand in the world... They advertise everywhere.

Think about Coke... yes they do mobile advertising, but they also run online ads, magazine ads, radio ads, billboard ads, and TV ads... and probably thousands of other ads.

Now, I know you're not Coke. You're not going to be buying million dollar ad spots on TV during the Super Bowl. But you can't just rely on one advertising platform... It's a recipe for disaster.

When you advertise in multiple places, you dramatically improve the odds of a customer seeing your ad and responding.

Remember repetition is reputation!

Ok... with that out of the way, let's move onto mobile marketing.

These days mobile marketing is easy. Just do a simple search for online SMS marketing services, and you'll find a ton of them. (by the way SMS stands for Simple Messaging Service)

All of them function in about the same way...

First, You Pick Your Number

When you sign up, you'll get a number.

This number takes on one of two different forms. Now this is important so pay attention.

If you're given a 5 or 6 digit number – it's called a short code. If you're given a standard 10 digit phone number, we call it a LONG code.

What's the difference?

Well, a short code is very expensive... they run thousands of dollars a month...

So, if you're a big business, no problem.

If you're a small business, you're probably not going to spend thousands for your texting number.

Now... this is very important... if you're given a short code for your texting number and you're not paying several thousand a month... it means you're SHARING that number with other people.

It means your customers will be texting a number that might be shared with hundreds or THOUSANDS of other businesses.

That fact alone sends up warning flags left, right, and center.

Did you know the major carriers announced recently they would not support shared shortcodes?

So if you're sharing a shortcode number with other businesses, you might wake up one day and find your account shut down, or your number banned.

As if that's not bad enough, consider this... How do you make sure your

customers are texting the right business? Remember hundreds of businesses might be sharing the same shortcode!

Well, you're going to get a second piece of information with your code... you're going to get a "Key Word" or two.

The Keyword, is what you ask people to text to your number to add themselves to your list.

Let's say you run a Pizza place. You can have your customer's text the keyword "PIZZA" to your number... and that adds them to your text message list.

Easy right...

But here's an issue. If you share the same number with other businesses, you're probably not going to be able to use any keyword you want... you'll have to figure out what keywords are still available.

That "Pizza" keyword was taken long ago!

You see, other people using your short code will have the chance to pick a keyword... and if they are already using the keyword you want to use... well, you're out of luck.

Oh, and there's a small risk many don't know about. If you're on a shared short code, and your customers text the wrong keyword... or misspell your keyword... they'll end up on someone else's list. And that's NEVER good business.

That's another reason I don't like short codes.

Now let's talk about long codes.

Long codes are full 10 digit phone numbers... And that includes 1-800 numbers! That's right, you can get your own dedicated 1-800 number to use with your account!

When you use a long code, it's great for small businesses... and it's much

cheaper to use.

Also, long codes are unique... meaning if you have a long code, you won't have to share it with anyone else. And that's great!

No sharing a phone number... no risk of some other company getting your customers or people signing up for the wrong text list.

One other great thing about long codes is you'll be able to pick your own keywords. No risk in someone else taking your keyword... or phone number.

There is one drawback... if you have a long code, you won't be able to send out messages as fast as with a short code. The phone companies throttle messages from long codes to around 1 message per second. But that's the only drawback I see.

QUICK NOTE: There are some high-throughput 1-800 numbers available, that can handle faster message sends... they're still being deployed and developed, but we have started early testing! If you want one of these toll-free numbers, be sure to contact our support team. **Support@betwext.com**

Alright... So you signed up for an SMS marketing service. You received a phone number (either a long code, 1-800 number, or short code) and you've picked your keywords.

Now here's a few things you want to make sure to do...

Set Up The Basics

First, set up a welcome message.

Whenever someone new gets added to your text message list, you'll want to make sure they get a welcome text message.

This message should be short and sweet and mention a few things... first it should remind the person that they signed up for your list.

You should tell them what to expect... for examples types of messages, or frequency... and you must give everyone a way to get off the list (normally by just texting back the word "STOP").

Second you should probably think about the different groups who you will be texting, and create a new list for each group.

This is where the keywords come in handy.

For example you might have a VIP customer list, a regular customer list, a prospect list, and maybe a list for your employees.

Here's An All-pro Tip: *Create a unique welcome message for each special list. Make people feel special!*

So set up your different lists.

The third and final thing you should do is figure out a good offer to entice people onto your list.

As an example, some business owners offer up many different things for people to join the list, like:

- A free gift
- A special discount
- Some special information (like a report)
- Alerts for new products
- Important information – like announcements
- Sales updates
- VIP offers

Really, the options are limitless. You can offer almost anything to people signing up for your list. Just make sure it's something enticing... something they want!

That's three quick things to do when you set up your text message account.

Now, I mentioned earlier, I'd give you an easy way to do your marketing... here it is... just sign up for Betwext.com.

It takes 10 minutes to get set up. You'll get your texting phone number, pick up your keywords, set up your lists, and establish your welcome messages!

You'll be all set and ready to go.

The next step is to use the texting list to market your products and services!

So, let's jump in and start discussing marketing for your business.

How Would I Use Mobile Marketing For My Business?

Now, I don't know what your business is, but I'd find it hard to believe there isn't some way to make your life easier with text message marketing.

I'm going to list some of the most popular types of businesses and some of the creative ways some of our customers are using text message marketing to connect with customers!

Maybe you have a business just like these... or maybe you just grab a great idea or two on how you can communicate with customers and prospects.

So let's jump in:

Restaurants

- Send announcements about specials
- Let people know about catering
- Remind people about weekday specials
- Add people to a VIP list for special meals
- Send discount offers / coupons

- Send reminders about holiday reservations

Churches

- Send reminders about service times
- Recruit volunteers
- Distribute Prayer chains
- Alert attendees of important news
- Fundraise
- Send announcements
- Take questions from groups

Medical Marijuana Dispensaries (Legal ones!)

- Announce new products
- Announce special events
- Alert customers to changes in hours
- Announce product arrivals
- Alert changes in state laws
- Send coupons

Personal Coaches / Personal Trainers

- Announce open hours
- Remind customers about scheduled work times
- Send inspirational messages
- Send links to health recipes
- Distribute daily workouts
- Let customers know about open hours in schedule

Retail Stores

- Alert Customers to Special Hours
- Distribute Discount Coupons

- Announce Arrival of new products
- Send pictures of new products
- Announce prizes and contests
- Talk about how to use a product

Real Estate Agents

- Promote a listing
- Provide instant information on a property
- Communicate new listings to investors
- Manage renters inquiries
- Update homeowners on property values
- Send monthly “fix-it” reminders

Really, there’s no end to how you can use text message marketing, or SMS marketing in your business. Just let your creative juices flow!

Here’s how one of our own customers at Betwext.com is using the service...

How Baila Comigo Dance Fitness Studio Uses Creative Text Messages to Connect with Prospects and Customers...

Ana Ferris, owner of Baila Comigo Dance Fitness Studio, has found a way to use Betwext.com to help inform her clients of upcoming classes.

Baila Comigo Dance Fitness Studio is a fitness facility offering a variety of dance fitness and bootcamp group exercise classes.

Ana opened her own studio in Wilbraham, Massachusetts and offers adult classes daily and youth class offered on most Saturdays.

Ana uses text message marketing everyday for her business.

She sends out her daily class schedule via text. She also sends out notices about class cancellations. And, when she adds a new class, that

gets texted to her group too.

Finally, Ana uses texting to alert customers to snow days. (Living in Arizona we don't have those!)

In addition to the daily schedule text messages, she could send inspirational messages to her clientele!

How much would you love a positive /fitness related message a "You can do it!" message a few times a week or even daily?!

Ana might also send out texts about personal items left behind during a class... and even about sales on youth classes over a long weekend.

She might even sell her memberships in the texts!

She would just need to add a link to her website and her studio phone number.

Another great idea is to alert customers and prospects about new fitness blog posts!

She could even ask subscribers to reply back with their personal testimonials for a case study or blog post about your products and services.

Even simply selling merchandise like water bottles or t-shirts over text is a possibility! There possibilities for real world SMS messages in the fitness industry is unlimited.

Note: All case study customers receive texting credit for their participation.

Of course there are thousands of other business types out there, and anyone can use text message marketing...

So now, let's talk about some critical tips and tricks.

What's the Best Way To Do Mobile Marketing?

Alright, You're convinced you need text message marketing for your business... Let's talk about some of the tips and tricks and best practices to using this type of messaging.

Getting People To Sign UP

One of the biggest challenges business owners struggle with is how do I get people to sign up for my text message marketing list?

There are two parts to this question... first, how do you share the fact that you have this special marketing list... and Second, how do you entice people to sign up.

Let's start with the publicity side of things...

Once you set up your text message list, you want to publicize it. Put your texting code and a keyword on your website, on your Facebook page, on your twitter page, on every bit of social media you use.

If you have an email list, email people and let them know you have a texting list, and tell them how to sign up!

If you have a physical store, have people sign up at the cash register, use table tents and signs to let customers know, have your employees encourage customers to sign up.

If you're at a conference let everyone know you have a texting list. Put it on your business cards!

The list is endless.

Now, I said there's two parts to this process... right.

It's not just telling people you have a texting list... you also need to give

them a reason to sign up. THIS IS CRITICAL.

If there's one thing you need to think long and hard about, it's this!

Why does someone want to sign up for your texting list? The more attractive and enticing the offer, the better your response will be.

Again, the sky's the limit, but here are a few ways to do it.

- Offer a discount or coupon
- Offer a free gift
- Offer free information (a link to a free report)
- Offer more information on a product
- Host a contest (check with your attorney about legal rules!)
- Give away a physical item (t-shirt, battery, poster... etc.)
- Limit signups (make it exclusive) – for VIP customers only
- Use the list for Early Bird announcements.
- Offer up exclusive products
- Offer product samples

You're only limited by your imagination. But remember you want to make your offer enticing and appealing to customers and prospects. You want to give them a good reason for being on your text message list!

Once you have people on your list here's how to keep them engaged...

Sending Messages That Get Responses

Once you have customers and prospects on your list, you need to start communicating with them, and here's a few tips to make sure you do it in the right way!

- 1) Set up a welcome message: As soon as someone joins your text marketing list, you want to send them a welcome message. Make sure you tell them about your list... and what to expect. It will go a long way to establishing a great relationship.
- 2) Text your list frequently: Depending on your business and your customers, you want to make sure you are communicating with

people regularly. The key is consistency. If you're going to text weekly... text weekly. It will go a long way to customers remembering who you are!

- 3) But, don't text too much: Remember people have their phones with them all the time... so if you send out 10 messages in a row... and people aren't expecting it... you'll have people jumping off your list faster than rats from a sinking ship. Don't abuse the text message system!
- 4) When you text, say something important: Send out important, interesting, or engaging content. Just texting your list to say "hi" is a waste of an opportunity. Only send out important information, or you'll lose subscribers!
- 5) Always give subscribers an out: It's good business practice to always let people know how to unsubscribe from your list. Usually, they just text back the word "Stop"... it's that simple
- 6) NEVER Buy a list of phone numbers: I've seen this time and time again. You're breaking the law when you buy a list of numbers to text to. When we find people who do this, we cancel their account. Just don't do it!
- 7) When you text, always include a call to action: What's a call to action? It's a statement that tells people what to do next... statements like "Click this link" or "Call this number" or "Visit this store by 8pm tonight" or "Read this article"... there are thousands of calls to action, but always have one in every message you send!
- 8) Mix up your messages: It gets boring when you have a friend who talks about the same thing over and over again... same with text message marketing. Mix it up. Send a coupon, then a link to an interesting article. Then let people know about changes at the store, or an update on a new product. The more you mix it up, the more interesting your texts become!
- 9) Identify yourself in your text messages: I can't believe I need to say this, but when you send a text, let people know who it's from... many

times your phone number will come up, but people won't recognize it... so add your name, your store name, or your website address to every text!

10 Things You Should NOT Do With Mobile Messaging

Now, let me end with 10 simple things you should NEVER do when sending your text messages.

- 1) Don't buy lists of phone numbers.
- 2) Don't text people who haven't signed up for your list.
- 3) Don't delay in removing unsubscribe requests from your list.
- 4) Don't assume customers know you or your text phone number.
- 5) Don't forget to send a welcome text message.
- 6) Don't text too little (people forget who you are).
- 7) Don't text too much – it gets annoying.
- 8) Don't send useless or boring text messages.
- 9) Don't send a message without a "Call to Action!"
- 10) Don't delay in using text messaging for your business – your competitors are already doing it!

So there you have it... 10 tips on how to make the most of your text message marketing campaigns.

Now it's time for a shameless plug...

A Shameless Plug For Betwext.com

Thanks for hanging in there through the entire ultimate guide to text message marketing. If you're looking for new – up to the minute – information on text marketing, be sure to check out our blog at:

<http://www.betwext.com/blog/>

Now it's time for a shameless plug.

In my opinion, Betwext.com is the easiest text message system to use.

How do I know?

Because many of our customers signed up and started using the system without even cracking the user's guide.

They set up their account and went step by step through the system. In total, you can get the basics set up in less than 10 minutes!

But that's not all...

Betwext.com is also one of the best values in Text message marketing... Think about it, in less than 10 minutes you can be texting your customers!

But wait there's more...

- We don't lock you into any long-term contracts. Cancel any time.
- We don't charge a setup fee!
- Text anyone in the US or Canada... it's just a penny!
- Use MMS messaging to send pictures, videos and longer messages.
- Deploy our easy to use sign-up forms to add customers seamlessly.

Betwext.com offers everything your business needs to start and continue growing. We're an easy to use, low cost provider of text messaging services.

To learn more, or sign up, simply visit:

<http://www.betwext.com/>

Happy Texting!

The Betwext.com TEAM!

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Three Critical Texting Messaging Tips For Small Business

betwext

THREE CRITICAL TEXT MESSAGING TIPS

FOR SMALL BUSINESS OWNERS

Provided By Betwext.com



Introduction

Are you a small business owner or manager?

Are you looking for ways to increase sales and profits?

Have you tried every advertising system under the sun like:

- Facebook ads
- social media
- yellow pages
- billboards
- flyers
- google ads
- yelp ads
- banner ads
- newsletter ads
- newspaper ads
- magazine ads

...or any of the thousands of different advertising platforms out there?

Have you been frustrated by the results? Have you felt like you've wasted your money? Have you run ad, after ad, after ad, only to get mediocre results... or worse, no results at all?

Well, stop what you're doing and let me introduce you to the hottest advertising technique to emerge in the last few years.

Let me introduce to you Text Message Marketing.

Why Text Message Marketing?

Do you have a cell phone? Of course you do. Very few people in the US don't have a cell phone. In fact, many of the phones out there are smartphones!

That means many of your customers are carrying around a tiny little supercomputer in their hand.

This little device gives small businesses - THAT MEANS YOU - the ability to communicate with their customers anytime, anywhere!

Text message marketing is a huge activity with millions of messages sent every month.

Why is it so popular?

Because text messages get opened, they get read... they reach their targeted customer. When you text a family or friend, what happens?

They read the text and frequently respond.

Why should it be any different with your marketing messages?

Did you know some industry members report that **more than 94% of text messages are delivered and read within 10 minutes** of being sent.

If that's not a powerful enough reason to send text messages for your business I don't know what is...

But, if you are going to send messages, you've got to do it the right way...

The Right Way To Send Text Messages

You can pretty much say anything you want in a text message. However, if you're going to text for business reasons, you want to follow a few quick guidelines.

#1 Never Send A Message Without Prior Approval

When you build your text list, you must do it carefully. You never want to add people to your text message list without their approval. The Text Message rules prohibit blasting text messages to people you don't have a relationship with.

The best way to do this, is to have people opt into your list with a keyword, and track when they sign-up so you have a record. Any decent texting service should give you this service, without a problem.

(Need a text messaging service? check out Betwext.com)

#2 Limit How Frequently You Text

Once you have a list to market to, you want to be careful how frequently you reach out. Remember, if you text someone too many times they may unsubscribe from your list... and you just lost a potential customer.

So reach out sparingly and only when you have something important to say.

#3 When You Do Text, Keep It Short

Now guideline #3 goes hand in hand with guideline #2. Not only should you limit your frequency of text messages... when you do text, you want to get to the point.

Do not send out multi-page text messages. Say what you need to say... ask people to take an action... then get out of the way.

The most effective text messages are a sentence or two at the most, and always provide a link for more information...

#4 Keep It Interesting AND Deliver Quality Content

When you do decide to send a text, make your message interesting and always link out to quality content. You don't like to get garbage emails in your inbox... nobody wants garbage text messages in their phone.

Respect the person you are communicating with and give them good quality information... and they should stick with you for life (and become a customer)!

#5 Include a "Call To Action" on every text

I'm shocked I have to write about this one, but many text messaging beginners forget to put a call to action in their message. What's a call to action? It's a simple message to "Click Here" or "Call this Number" or "Download This File" or "Read This Announcement".

If you send a text, you want the person on the other end to take an action... and this is the action they should take. Don't forget to include it.

#6 Think Creatively About Your Communications

Texting just doesn't have to be about new products and news. Keep it interesting... you might let people know about a TV interview you did... Or offer up notes from a conference... share your favorite video.... or a link to an online game. The options are endless.

#7 Always Give Them A Way To Opt-out

This final guideline is both a practical one, and a required one. Always give people a way to opt-out of your list. No matter what system you use, there should be an automated way to unsubscribe. Just like in email marketing you always want to give people an out. And remember, if they use it, no worries, they weren't the right customer for you.

Once you've mastered these 7 guidelines to professional text messages, you'll want to focus on improving customer interaction.

And that brings us to...

Three Critical Text Messaging Tips For Small Business Owners.

There are dozens of things that every small business owner needs to do with their text messaging system. These are actions that develop relationships with prospects, further educate potential customers, and help deepen customer relationships.

I'm going to touch on three today that I believe are critical for every small business.

If you are diligent and deploy these three tips in your text messaging service, you'll convert more prospects to buyers.... get current buyers to buy more... and deepen your customer relationships.

Tip #1 - Send A Welcome Text ASAP

This is a critical two part tip.

First, as soon as someone opts into your text messaging list you want to send them a thank you note ASAP.

If you collect subscribers through an opt-in text, or online through a web form, this is not a problem, people will be added to your list within seconds. Just be sure to follow the legal protocol at the time for adding subscribers. Signups on your web page have different rules than signing someone up from a cell phone for example so be sure to read up on the latest rules and regulations.

(The Betwext service does this automatically... Check out Betwext.com)

However, if you collect customer data in the “real world” like at a seminar or at your cash register, you want to reach out to them as fast as possible... within minutes ideally.

Delaying by even one hour reduces response rates and encourages people to unsubscribe from your list.

The best way to confirm a new customer sign up is by sending a welcome message. I recommend including a few things in any welcome message - regardless of what your plans are for text message marketing.

First, your welcome message should remind everyone what they signed up for. Then give them an idea of how frequently to expect text messages. Then make sure to include a call to action. Finish the text with a way to opt-out.

This simple welcome text will go a long way to developing a relationship with your customers, and engage them in a way that will put more money in your pocket!

But you can't stop there...

Tip #2 - Give People Two Ways to BUY!

After someone joins your text messaging list, I always recommend sending them interesting information and news about your business. Include information about your products, your marketing activities, and even your employees. Celebrate everything!

But at the end of the day as a small business owner, you have a text message list to make money... and you want to give your customers every chance you can to buy good and services from you.

The best way to do that is by making sure any "promotional" text messages give people two ways to buy.

This seems obvious, but frequently this opportunity is overlooked.

So, what do I mean by including two ways to buy?

First, include a link to any offer you are making... There are millions of smartphones that are connected to the internet. So, when you make an offer, give them a link to an order page... and make the link clickable from the text message.

You'd be surprised at how many people will click on the link and BUY!

But remember, I said give them two ways to buy... I highly recommend including a phone number where your customers can call up and order

your products and services. Why? Because some people like to pick up the phone.

It still happens and if you don't include a number, you're going to miss out on sales!

And this brings us to our third and final critical tip...

Tip #3 - Follow Up With Your Customers!

After someone orders a product from you, send them a thank you text... give them additional information about the product... or ask them to fill out a survey.

Immediately after buying something from you, customers are the most receptive to new engagement. Here are just a few ideas you can use:

- Make them an offer for a complementary product...
- Send them a survey on their buying experience...
- Text them a link to a video on how to use the product...
- Send them information on the product they just bought...

The key is to engage with them about their product, get them to love your follow-up... and develop a deeper relationship with your customer.

Conclusion - Get Betwext.com

There you have it. For small business owners looking to improve customer engagement, there's nothing better than text message marketing. And if you follow our engagement guidelines, and three critical tips, you're sure to find instant success!

If you're looking for an online, and affordable text message marketing solution, there are lots of services out there, but I'd encourage you to look at Betwext.com.

Betwext.com is a cost effective, easy to use online text message marketing system. In just 10 minutes and with \$10 you can be set up and marketing to prospects and customers, and growing your revenue!

All new customers receive our free quick start guide, and access to case studies and information about how best to use text message marketing for your small business.

The options are limitless, so get started today!

All the best...

Team Betwext.com



The 10 Minute Mobile Marketing Strategy for Small Business

The 10 Minute Mobile Marketing Strategy for Small Business

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10 Minutes To A Mobile Marketing Strategy

Mobile Marketing works.

Mobile marketing is very powerful.

But to get the biggest bang for your buck, I highly recommend planning out what you want to say to your customers and prospects.

When it comes to mobile marketing, you only get 160 characters... So, you've got to keep your message tight and on point. You can't ramble... and sending back to back to back messages smacks of desperation...

My Best Advice About Mobile Marketing Strategies

The best advice I can give any small business owner about mobile marketing is this:

Take 10 minutes and develop your own Mobile Marketing Strategy.

If you Google "Marketing Strategy", you'll see thousands and thousands of blog posts and articles about how to set up a marketing strategy and what to include. Frankly, I've read a bunch of them and it's all a waste of time.

Most of them start out asking for a SWOT analysis. I click the back button on those immediately!

I'm not a fortune 500 Company with a staff of MBA students chomping at the bit to fill files with useless reports.

The truth is, you're probably like me. When you sit down you have a to-do list that's 300 items long, 5 employees waiting at your door, and 50 new email messages needing a response.

You sort your to do list not by what you want to do... but by what's burning hottest... you're working to put out fires all day long.

I know I should spend hours working on marketing plan... but in the real world I don't have the time... And I never will.

So, I developed a cheater method for developing my Mobile Marketing Strategy... and it takes 10 minutes.

Four Steps To A Mobile Marketing Strategy For Small Businesses

First, I open a spreadsheet... Then I get to typing.

I write down every question that a customer has asked me. Since my business is Mobile Marketing, I jot down the questions that I've heard over and over again.

- Is mobile marketing hard?
- What do I need to do to get started with Mobile Marketing?
- Do I need a mobile App?
- Do I need a programmer to start mobile marketing?
- Do people make money with mobile marketing?
- Can I send links to my website in a text message?

So, that took 2 minutes for me to type down those few questions. Is that every question I've ever heard? Nope. Since we're on a deadline, I stopped rather quickly. You see, the most common questions will probably crop up first... and I figure I can always add more later.

Now I shift to step 2

In step two I simply open up my calendar and looked at the next few months. I see the following holidays and events:

- March – St. Patrick's Day
- March – Easter
- April – April Fools day
- April – Tax Day
- May – Cinco De Mayo

That's enough... Any more than three months and you'll get bogged down. Now a quick note... most of these are holidays, or social events, but you can include conferences, important product launch dates, whatever is important to your prospects.

I'm looking for big events and reasons to connect with my followers.

Now for Step 3...

In step three I ask myself "What do I want?"

More specifically, what action do I want my mobile marketing followers to take?

This is easy – I want more sales. So I'm going to include a link to my order page in some of the text messages.

I also want to educate my prospects... and traffic to the website doesn't hurt. So, I'll include a link to some recent blog posts they may not have seen. (I'll make sure they're really good).

Finally, I know we're going to release a new product... a special report on mobile marketing in Late April... I want my prospects to get that report early!

Those are the three things I want. You might want something different. You might want people to turn out and vote. You might need website visits, or want to promote a youtube video. Maybe you have a conference for people to attend.

Whatever action you want people to take, just remember to give them a way to do it in your messages!

Now the final step, I mix and match the customer questions with the calendar events and actions I want them to take. Toss out a quick outline, and in just 10 minutes you'll have your marketing plan scheduled out for the next 3 months.

Here's how my turned out plays out:

Week 1 – Answer customer questions (link to order page)

Week 2 – Send Happy St. Patrick's Day text!

Week 3 – Send Link to blog post to Educate prospect.

Week 4 – Happy Easter announcement...

Week 5 – A quick question and Answer (link to order page)

Week 6 – April Fools Question... Link to order page offering a free Dinosaur with every sign up (I said it was April Fools right!)

Week 7 – Answer another question – link to Blog

Week 8 – Run Special Tax day discount! (link to order page)

Week 9 – SPECIAL ANNOUNCEMENT – Release of special report!
(Include download link)

I could go on and on... but you get the idea.

With only 160 characters, these mobile messages practically write themselves.

You just created your entire Mobile Marketing system in 10 minutes...

Take another 20 and you'll have all of your mobile messages written. Use your mobile marketing system to schedule these messages to go out over the next few weeks, and you're done!

The best part... I didn't have to employ an MBA student, or do a single SWOT analysis!

Can you get more complex with your mobile marketing strategy?

Of course. If you want to spend 4 weeks trying to figure out what to say to your customers... and when to say it. If you want to stress out over the psychological impact of every word in your next message, be my guest.

But that's just not my style.

Are You Using Mobile Marketing In Your Business?

If you're not using mobile marketing in your business... and specifically text message marketing, I recommend you look at it right now.

You see, the world is getting away from emails, and social media.

The one constant is your mobile phone.

Did you know in the world, more people have cell phones than toothbrushes!

Yep, you heard that right.

If everyone has a cell phone, doesn't it make sense for you as a business owner to learn how to reach your customers on it?

There's an easy way to get started... sign up for Betwext.com and start using the powerful software so you can start messaging your customers in a heartbeat. It only takes 10 minutes to set up... and as you know from the article above, you can develop a 90 day marketing schedule in another 10 minutes!

Sign up here: Betwext.com/start

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