



# CREATE A TEXT CAMPAIGN IN 10 MINUTES

## 1. Establish Your Goal

What's your home-run, slam-dunk, fireworks-inducing victory?

- PROMOTE MY ORGANIZATION
- KEEP PEOPLE INFORMED
- OTHER \_\_\_\_\_

**Elaborate.**

## 2. Identify Your Audience

Who are you talking to?

PEOPLE WHO...

- Ex.
- make appointments with my office
- need to be aware of local natural disasters
- want to receive discounts at my business

## Get Your Contacts

### UPLOAD CONTACTS

Upload a .csv of your contacts into the Mobilize US system. You can put contacts into any number of groups to target messages to specific people.

### HAVE USERS OPT-IN

Users text your keyword to 945-02 to be added to your contact list or a specific group.

## 3. Write Your Message

Say what you gotta' say! Easy as one, two.

### IDENTIFY THE SENDER

Immediately remind the receiver who the message is from because they WANT to hear from you!

### ENCOURAGE SPECIFIC ACTION (or convey important information)

Keep your goal in mind. What action do you want your user to take? Visit your website for more information? Evacuate an area?

**Keep it short and sweet!** 162 character limit.

## Pro Tips

- Shorten links using [u.nu](http://u.nu)
- Be direct
- Avoid spammy messages that use hype, abbreviations, or slang

See examples on next page.

## 4. Hit Send!

Send or schedule your message during business hours, when you know your receiver is awake and active.

**Exceptions:** emergency alerts and real-time notifications.

Does your **massive** mass texting campaign need a boost? Ask to talk to our marketing and design team!





# SAMPLE MESSAGES

**REMEMBER:** Identify the sender, encourage specific action or convey important information.

## PROMOTIONS

Focus updates or offers that are exclusive to receivers or time-sensitive. Don't send information they could see on your website or find in their inbox.

**Grandma Thelma's Bakery** is having a holiday cookie sale! Orders placed before November 31st will receive a 20% discount. Order online at <http://u.nu/Holiday20> **158 char.**

10% off all online appointments made before 5/13/19 at **Zen Massage and Spa**! Use text code TEXT10 for this exclusive offer. **Book online at <http://u.nu/BookZBS>** **157 char.**

Thank you for signing up for **Just Us Bar & Grill**'s mobile alerts! **Show this message to your server** and receive ONE FREE DRINK! **127 char.**

## REMINDERS

Remind individuals or groups of important events or appointments. Include time, date, and/or location.

Your dental apt. with **Dr. Sorenson** is scheduled for tomorrow at 1:30pm. **Arrive 15 minutes early to update patient information.** To cancel, reply CANCEL **149 char.**

Information is still needed to complete your **Sunnyside Credit Union** account. **Visit <http://u.nu/SCUlogin> within 24 hours to complete your application.** **148 char.**

Reminder: The **Parker City Council** Meeting will be held at Parker Town Hall tonight at 7pm. **Please review the agenda: <http://u.nu/PCCMDec12-2018>** **142 char.**

## ALERTS

These messages focus on information and action. Identifying the sender is not necessary after the initial confirmation message.

**Flight 1232 has been delayed 30 minutes. Boarding time is now 12:02pm.** **70 char.**

WILDFIRE UPDATE: The Springcap Wildfire is 60% contained. **Be prepared for any evacuation measures. Stay up to date at <http://u.nu/springcapfire>** **142 char.**

**LEVEL 2 LOCKDOWN:** Suspicious person spotted in parking lot A. **Shut off all lights, activate security door lock, stay away from doors/windows.** Updates to follow. **160 char.**