How to Get The Word Out

Car dealerships can use SMS marketing to sell more vehicles, both to exiting customers and new ones. This very competitive industry depends on great communication. Because an automobile is such a high-ticket item, it's especially important to build familiarity and trust with your clients.

SMS Provides the Best Way to Connect With Your Customers

Someone might walk into your showroom and indicate interest in a certain car. However, to keep them interested, you need a reliable way to stay in touch. SMS is ideal for this. It's a permission-based communication that can reach people wherever they are.

SMS provides a viable alternative to less effective methods of communication. With today's plummeting open rates (around 20%), an email is unlikely to be read. Many people don't appreciate multiple calls from sales agents. Direct mail, another traditional tool of car dealerships, also suffers from low open rates.

By contrast, the vast majority of people, around 98%, actually read text messages. And, unlike a voice call, it doesn't put pressure on the recipient to engage in a conversation right away. Sending text messages is also cheaper than making voice calls.

Donate via SMS

82257

DONATE

DONATE
Thank you! You truly have made a difference. More Info > http://ptxt.me/1rvt

$$$ DONATE $$$ DONATE

1. Request info on how to donate   2. Use a trackable Short URL   3. Achieve more and help the community

North Cove Hilltop Helps Families in need and adds ProTexting.com as a way to get the word out

Nicky Gilchrest* works for a non-profit organization North Cove Hilltop which helps families in need. The Hilltop has a neighborhood health clinic where people can use vouchers to get routine medical checkups. The Hilltop also has a food bank and collects donations for canned and packaged food on a year round-basis. During the holiday season from Thanksgiving to New Year's Day the food bank is full of donations and there is tons of extra food that lasts through the spring. Then during the summer months when donations drop off the food supply drops to a very low point and sometimes the Hilltop has been in danger of running out of food altogether. Nicky Gilchrest thought that text messaging would be an excellent way to reach donors and patrons in the community to alert them about the dwindling food supply. Nicky found that it was hard to get volunteers in place during the summer to run a food drive. People are away in the summer taking vacations. Nicky's staff is small and can't run the food drive without volunteer participation. While Nicky sends personal text messages all the time, he thinks using a mobile platform for group text messaging will give him an added communication tool to reach out to community members during the low-participation summer months.

Right now the food bank only distributes food on Wednesday nights between 6 and 8pm. Nicky also thinks that text messages could be sent to food bank recipients to alert them when there was a surplus available for donation on days other than Wednesday. There are a few grocers in town who drop off produce and other perishable food but since they aren't on a regular schedule, it is hard to let recipients know. With group texting, many people can get alerts. Sometimes special situations come up too when Nicky is helping to find temporary housing and he needs to get in touch with a group of families right away. While many low-income families don't have access to email through laptops or desk top computers, everyone seems to have a cell phone. Most of these families don't have smart phones but they are able to receive text messages on their mobile phones.   Nicky is excited about referring ProTexting.com. He thinks if group text messaging is successful for Hilltop then down the line he can explore other possible uses like conducting a mobile survey asking feedback from volunteers about the programs.

*Our customers' names have been changed to protect their privacy.

Working with a shelter is a first for us and we are glad to be of help! –Kalin.

Steps to setup a successful campaign:

1. Access to a **short code**, it is much better than long code. Short codes are easy to remember, mobile marketing and CTIA compliant and eligible for high volume throughput.

2. Pick a good **SMS keyword** – your brand or a word that represents the campaign.

3. **Promote your SMS keyword** so people can sign up. If you have an existing opt-in database, you can import and set up engaging text message campaigns (group SMS, text to join, sweeps, loyalty programs, etc.).

4. **Grow your audience** and keep in touch with them, via 2-way messaging, alerts, event notifications, etc.

5. **Analyze the campaigns** – sign up rates, opt-outs, contacts growth, etc. Adjust your strategy so you can maximize ROI by engaging your clients or leads even more.

6. **Avoid excessive messaging**, as this might increase your opt-out rates.

7. Choose a **reliable service provide** that can accommodate all of your SMS & MMS marketing and communication needs.

PROTEXTING

SMS & MMS Marketing and Communication Provider

Why ProTexting?

10 years industry experience

- Over 100 million messages sent
- Executed over 100 thousand campaigns
- Trusted by over 7000 clients

Instant access to short code and real keywords

- All plans include SMS and MMS messaging
- Mobile app access for quick account management
- Constant system updates with improvements
- No Contracts, No Setup Fees for self-managed accounts
- Unlimited Email & Phone Support

GET STARTED TODAY

The Power of SMS

By far the quickest, easiest and most effective way to reach your audience and engage them on the most personal level. With SMS marketers enjoy 98% read and open rates, 40% and higher response rates.

Visit us: www.protexting.com   Tweet @ProTexting   Call: 1-800-258-9115   Text **INFO** to **82257**

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