

## Text Message Marketing

Text message marketing, also known as sms marketing, is a marketing method by which a business communicates specials, coupons, promotions, sales, discounts, and more by text message.

### There are several reasons why text message marketing is so powerful:

1. 99% of text recipients will read your text message and 95% read your text message in the first 3 minutes
2. It's instant. Text messages are sent and received in a matter of seconds. Send your text to your customers during your business' slow days/hour
3. It's trackable. One of the awesome things about text message marketing is that it allows you to measure what messages/promos are working
4. In general, if only 3% of your customers respond to your text message by coming into your business, you make your investment in text message marketing back
5. Low unsubscribe rates - on average only 4% of those that opt-in to your text message marketing campaign will unsubscribe
6. It's permission based (customers will opt-in to your text message marketing campaign because of an incentive you give them - free soft drink or discount for joining your campaign)

### Here are some of the most common benefits seen by business owners across several different industries:

- Increase foot traffic to your business
- Increase your sales and customer base
- Reward loyal customers while creating new ones
- Establish a stronger personal connection with your customers

- Instantly be able to communicate with your customer base

**Text Message Marketing Facts:**

- 70% of people would like to receive offers from their favorite businesses right on their cellphones
- The average person looks at their cellphone 150 times per day
- 22% of text messages with value are forwarded on to friends and family
- Mobile coupons are redeemed 10 times more often than traditional coupons