

TextStart.com

marketing on the move



Put your message in the hands of people who want to see it, literally ...

TextStart is a permission based marketing platform that uses SMS (text messaging) to help you build on your relationships with existing loyal customers **and** attract new ones.

Permission-based, or opt-in, marketing puts the customer in control. Interested consumers grant your business the right to communicate with them in exchange for your promise not to abuse that right and to bring them something that's actually of interest to them.

No doubt you've heard the figure. The average consumer is inundated with around 3,000 marketing messages everyday – so many in fact that most people have become adept at switching off. By gaining customer permission, and trust, you can cut through that clutter and develop a relationship with the loyal customers and interested prospects that are the bread and butter of any successful business.

TextStart uses text messaging to make the whole process simple and automatic – saving you time, money and putting you in direct contact with your customers – anywhere and anytime.

Word-of-mouth is a wonderful thing ...

Starting your text marketing campaign with just a few customers is all you need. Your loyal customers and TextStart will do the rest. If you provide great services and savings, people will be sure to tell their friends.

How it works ...

TextStart works on the short-code SMS system in the UK and ROI to help you build and use your own private list of interested customers – both existing loyal customers and brand new ones too.

Register for your FREE TextStart account and we'll provide you with a FREE keyword of your choosing. Simply promote this keyword to your customers and they can join your TextStart list by sending it to 60066 – its fully automated so there's no admin or paperwork for you to do.

*ex. Gina's Hairdressers chooses the keyword GINA and promotes it to all their regular clients. **Customers text 'START GINA' and send it 60066 – paying just their normal message rate – and are automatically added to Gina's private customer list.** Gina's also collect numbers on their comment cards and ask new customers if they'd like to add their number too. Over a few weeks Gina's collects 100 names on their list. The next time they have a slow day they send out a message to their list and fill the empty chairs.*

It costs absolutely nothing to create a TextStart account and start building your list today – we'll even help advertise your business – and your list – through our site and in ongoing promotions. Customers can even sign-up for your list online at textstart.com.

All you pay for are the messages you send out – as and when you want. You can send 100 messages for just £10 + VAT and we'll even give you some free messages to help get you started.

Why text messaging?

1. It's instant – that means you can create a message or promotion and have it in your customers' hands in minutes. You no longer need to wait for the next edition of the local paper when you have a great idea for your business.
2. It's mobile – chances are your customers have their phones with them right now – get in touch with them even when they're out and about.
3. It gets noticed – Traditional advertising can be a bit hit and miss sometimes. Are your customers reading the right paper? Do they notice your ad? Over 94% of text messages get read and **more than 90% of 18-45 year olds own a mobile phone** (vs. around 50% who have a PC in their homes) – that adds up to a marketing message that gets results.
4. It's targeted – the people on your list have chosen to be there by giving their numbers. That means they are more likely to respond, are already interested in your business and eager to receive your message.



What does it cost?

You're in complete control of your costs. The only thing you'll ever pay for is the messages you send – if you never send a message you'll never pay a penny.

Low message costs mean you can run your marketing on a 'little and often' basis to build awareness and 'word-of-mouth' buzz or even test new ideas before a larger campaign. In fact, buy your message credits in bulk and you can pay as little as 7.5p per message sent.

How can I use TextStart?

You can use TextStart in any way you like – here's a few ideas:

BEVERLEY'S BISTRO – Beverley runs a popular bistro with a good local following. Most weeks they're pretty full, but lunch-times can be a bit hit or miss. Beverly promotes her keyword to her customers with table cards and by asking people in person if they'd like to join her 'loyal customer club'.

Over a month she adds nearly 300 numbers using this strategy. The next Monday she has only half a dozen bookings for lunch so she sends a message to her list offering a free starter to anyone who calls in for lunch that day and shows the message. She sends the message out just before lunch-time and an extra 20 people show up with friends and colleagues in tow.

Beverley's does an extra 50 covers that day. The cost? Under £30 for the message - plus the free starters of course.

SEAN'S SHOP – Sean's clothes shop is getting new stock in and is having a sale to get ready. Usually, he'd advertise in the local paper for both the sale and the new stock at a cost of about £500 in total. Over the last few months Sean has built up a list of over 600 customers using some simple posters he downloaded from TextStart.com. Instead of running the normal sale ads in the paper he sends out a message to his list inviting them to a 'secret sale' night where his loyal customers can get first pick of the sale stock.

Over 50 people show up and many bring their friends. Not only does he clear much of his stock, he also takes the opportunity to introduce some of his best customers to the new lines that are coming in. The cost of the messages was less than a tenth of what he would normally spend and his customers were made to feel special – success!

TOM'S TAKE-AWAY – Tom's take-away choose the keyword TOMS and sticks a leaflet into every delivery bag that goes out. In the first few weeks an average 50 people join his list by texting START TOMS to 60066. Each week he sends a message to a random 100 customers on the list telling them about his mid-week special – he's now got a queue out the door on Wednesday's and he keeps Tom's Take-Away in his customers' minds too.

BRENDA'S BAR – Brenda owns a bar and nightclub that's in a very competitive market. She includes her keyword in all her newspaper ads and the flyers and posters she produces. Add in the posters in the bar, and the numbers TextStart has collected for her online, and she's got a list of over 2000 numbers. This Friday she has a big night on in the club.

On Monday she sends a message letting people know what's on and follows this up with a message on Friday at 9pm giving customers a £2 discount on the entry fee when they bring a friend with them – just in time to catch people in the other bars in town. What's more, all those text messages going off at the same time all over town helps generate a buzz about what's on tonight at Brenda's.

What do I need to do now?

Simply create your FREE TextStart account – it takes just a few minutes – either online or by phoning **0845 838 7915**. Once you've got your unique keyword start promoting it to your customers and they'll be added to your list automatically.

Open your FREE account and receive our monthly marketing newsletter packed full of tips, ideas and case studies to help you build and get the most from your opt-in list.

OPEN YOUR FREE TEXTSTART ACCOUNT TODAY

Apply online in minutes, give us a ring on 0845 838 7915 or drop us an email to sales@textstart.com and we'll be happy to help