

TEXTPLODE

A Guide to Business SMS

A complete guide on how to effectively use SMS to accelerate your business and engage with your customers more effectively

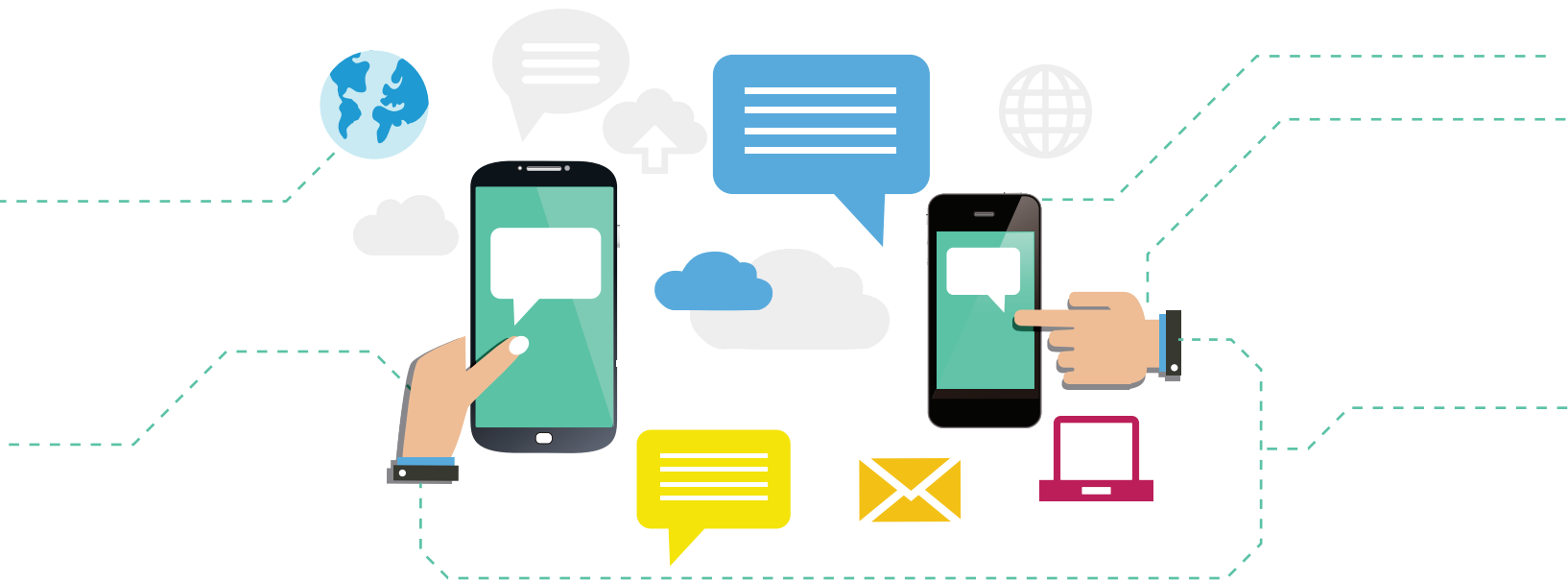


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Introduction

There are currently more than 8 billion mobile devices in use worldwide and with mobile technology continuing to develop, smartphones are becoming a key part in both our personal and business lives.



Ofcom research has shown that smartphones have overtaken laptops & desktops as the most popular device for browsing the internet. With two thirds of people owning a smartphone, mobile technology is transforming the way we communicate; especially how businesses communicate with their customers.

The rise in mobile technology has led to an increase in businesses implementing SMS as part of their overall marketing strategy to increase sales, improve relationships with staff and customers, drive brand loyalty and ultimately grow their business. Interestingly, 91% of smartphone users keep their phones within arm's reach and on average, delivered messages are opened and read within 5 seconds; making SMS the perfect way to let your customers know about latest offers, order details, special events and more.

Textplode is a web-based SMS platform built by a UK-based team of developers and marketers, working around the clock to offer you a simple, affordable and reliable SMS solution for your business. Our platform is trusted and used regularly by a variety of companies in a number of sectors all over the world.

Whether you are considering adopting SMS as part of your marketing strategy, have never heard of it, or are already using it, this guide will help you understand the benefits of business SMS and how Textplode can ensure you get the most from your SMS campaigns.



Mobile offers are

10x

more likely to be redeemed than printed offers



SMS is **8x**

more effective at engaging customers



The average person looks at their phone

150

times per day



An estimated

25 million

people will respond to mobile marketing messages in 2017



90%

of consumers that have joined mobile loyalty programs feel they have gained value from them



91%

of people use SMS on their mobile devices

84%

of businesses use mobile as part of their marketing strategy



98%

of all delivered messages are opened and read



75%

of smartphone users like receiving offers via SMS



81%

of mobile phones are switched on 24/7

Sources: Commerce Daily, Cellit, Nokia, Zoomerang, Frost & Sullivan, Smart Insights, YouGov, Hipcricket, mobilesquared and Media Ofcom.

Making SMS work for your business

We are becoming more dependent on our mobile phones. We use them for far more than just phone calls or texting; we use them for everyday tasks such as emailing, browsing, capturing memories and even shopping. It's like have a mini PC in our pockets. The increase in mobile technology has the potential to replace the need for a PC or laptop and mobile internet usage has already overtaken desktop usage.

While email marketing and social media still have an important role in our digital marketing strategy, business SMS can often be far more effective and personal. Like the junk mail that comes through our door, we have become used to receiving marketing emails which many of us ignore - and that's if they don't end up in our spam.



Reputation & Loyalty

As with email marketing, before you send your campaigns through Textplode you need to ensure that your customers have opted in to receive your messages and provide them with the ability to opt out - if not this could damage the reputation of your business. Using SMS to communicate with your customers can help to grow the relationship you have already built with your customers and can increase customer loyalty.



Connect with your customers

When creating your campaign, create compelling content that is relevant and of interest to your customers. Use SMS to raise awareness of your latest special offers, upcoming events, opening hours and seasonal promotions. Textplode provides you with a simple to use, affordable and reliable platform to send, receive and analyse your campaigns no matter where you are in the world.

Aside from being easy to use and affordable, one of the other main benefits of SMS is that it is a fresh way to connect with your customers and one that will excite and engage them.



SMS for your business

From appointment based businesses such as hairdressers, restaurants and hotels to estate agents, digital agencies and local councils, most businesses benefit from business SMS. Here are just a few of the industries we work with:



Colleges & Universities



Bingo Clubs



Charities



Gyms & Health Clubs

Show this message at the bar after 11pm this Friday to receive a free shot with your purchased drink.



Estate Agents



Hotels & Spas



Digital Agencies



Bars & Restaurants



Local Councils



Hair & Beauty Salons



Public & Private Healthcare



Recruitment



Night Clubs



Schools



Sports Clubs



Retail

Book your taxi with us this bank holiday weekend and receive a 10% discount if you show this message to the driver

The MOT on your BMW X5 is due to expire next week. Give us a call or you'd like to book it in.



Takeaways



Travel & Leisure



Tradesmen



Taxis & Private Hire

Uses of Business SMS

Using SMS for marketing is a great way to increase sales, but is also a fantastic tool to help improve customer experience and engagement.

1. Generate Leads

You can create a 'keyword' on our shortcode (89988) and advertise it anywhere and everywhere to ensure your customers see it – menus, posters, shop windows, print adverts, social media channels and on your website. Customers can send a text to your keyword to sign up to your mailing list, providing you with a great database of new contacts. To help grow your list, consider running an incentive based campaign by offering perks such as loyalty cards or discounts when they sign up.

2. Event Planning

Send tickets, directions or confirm details to all guests at the click of a button. If the schedule changes at the last minute, it's not a problem as with SMS you can be confident that the message will be delivered directly to the recipient, wherever they are.

Thank you for your booking.
Your E-Ticket number is
GT5669KP - Please show this
at the kiosk with the card you
ordered with.

3. Customer Service

While new customers are always good for business, it is important to not forget your existing customers. SMS provides you with a platform to stay in touch with your customers, provide great customer service, reward customer loyalty and help with customer retention. Use SMS to send a welcome message ahead of a hotel stay or a quick follow on message after a visit to enhance the customer's overall experience.

4. Booking & Delivery Confirmation

Confirm a parcel delivery, spa appointment, e-commerce store order or ticket purchase with a text - all of the important information is then available instantly and effortlessly in the pockets of your customers.

5. Engage with Customers

SMS allows you to open up lines of communication - asking your customers for feedback demonstrates that their opinion matters and that you want to hear what they have to say. Not only will this enhance their experience, but it may also provide a valuable insight on how to develop and improve your services.

Hello David. We've processed
your order and your parcel will
be with you within 3 working
days. Thank you for your
custom

Collecting contacts

Collecting mobile phone numbers for your campaigns is easy; simply ask your customers to complete a form at the point of purchase, or when making a booking, and let them know that you will be contacting them with your latest offers and updates.

Create an auto-reply

Ensure a quick response to customers that text in, with our auto reply feature which will immediately respond to customers when they text your keyword.

To join our list and receive special offers and promotions, text **OFFERS** to 89988

Thanks for srehhrdbing to our list. We'll send you our latest offers soon, but in the meantime enter **FREEMEAL7** at checkout when you place your next order!

Using a Keyword

A great way to build a list of contacts is to use an SMS keyword. Keywords are the perfect tool to grow your SMS marketing contact list that you can advertise on posters, direct mailers, emails, adverts, your website and on social media.

With Textplode, you can create a keyword on our dedicated short number (89988) so that when a customer texts in, you can automatically add their details to a list or forward the data on to your email address or phone.

Sending messages

Personalising your message

When sending your message, make sure you communicate with your customers the same way you would if they were to walk into your premises. Demonstrate your outstanding customer service skills with a friendly and personal text.

Hi Megan, this weekend we're doing "Bring a Buddy" and would like to invite you to bring a friend to try out our health club for FREE!

We've made it extremely easy to personalise your messages to multiple contacts using merge fields – you can pull the name of your contact straight into the body of your message.

Scheduling your message

Knowing when to send your message at the right time is crucial - it's not rocket science either! Knowing when your customers are likely to be thinking about making a purchase and when they are likely to be close to their phone will improve the results of your campaign.

Timing your message is key, so we have developed a handy tool that lets you schedule the date and time of your message so you can plan your campaigns in advance and ensure you send at the best time to engage with your contacts.



Attaching files to your message

Attaching files to your messages is easy; upload your menus, photos, brochures, spreadsheets or PDFs to your message and monitor open rates with our advanced reporting.

Our upload feature works in a similar way to attaching files in an email, simply locate the file you want to attach from your computer and Textplode will convert the attachment into a shortened clickable link in the body of your SMS.



Receiving messages & replies

SMS is a simple and efficient way of engaging with your customers and is the perfect platform for opening up conversations with your customers.

Textplode allows your customers reach you by SMS. Messages are available to view, download and respond to from your Textplode account. You can also set up forwarders so that your replies are passed on to your email or phone.

Reply Numbers

Receiving replies on Textplode is simple – once you've purchased a reply number you can choose to send from this number; replies are logged against your most recently sent campaign.

Keywords

When a customer sends a text to your keyword, you're able to store their details against a new or existing group of contacts or have the information forwarded to your email or phone. Here are just some examples of things you can use your keyword for:

Text PIZZA to 89988 for regular deals & offers!



Joining your SMS marketing list



Entering a competition



Booking an appointment



Requesting information

Auto-replies

Thank you for your order James (#12030). We will update you on your order once we've processed your payment.

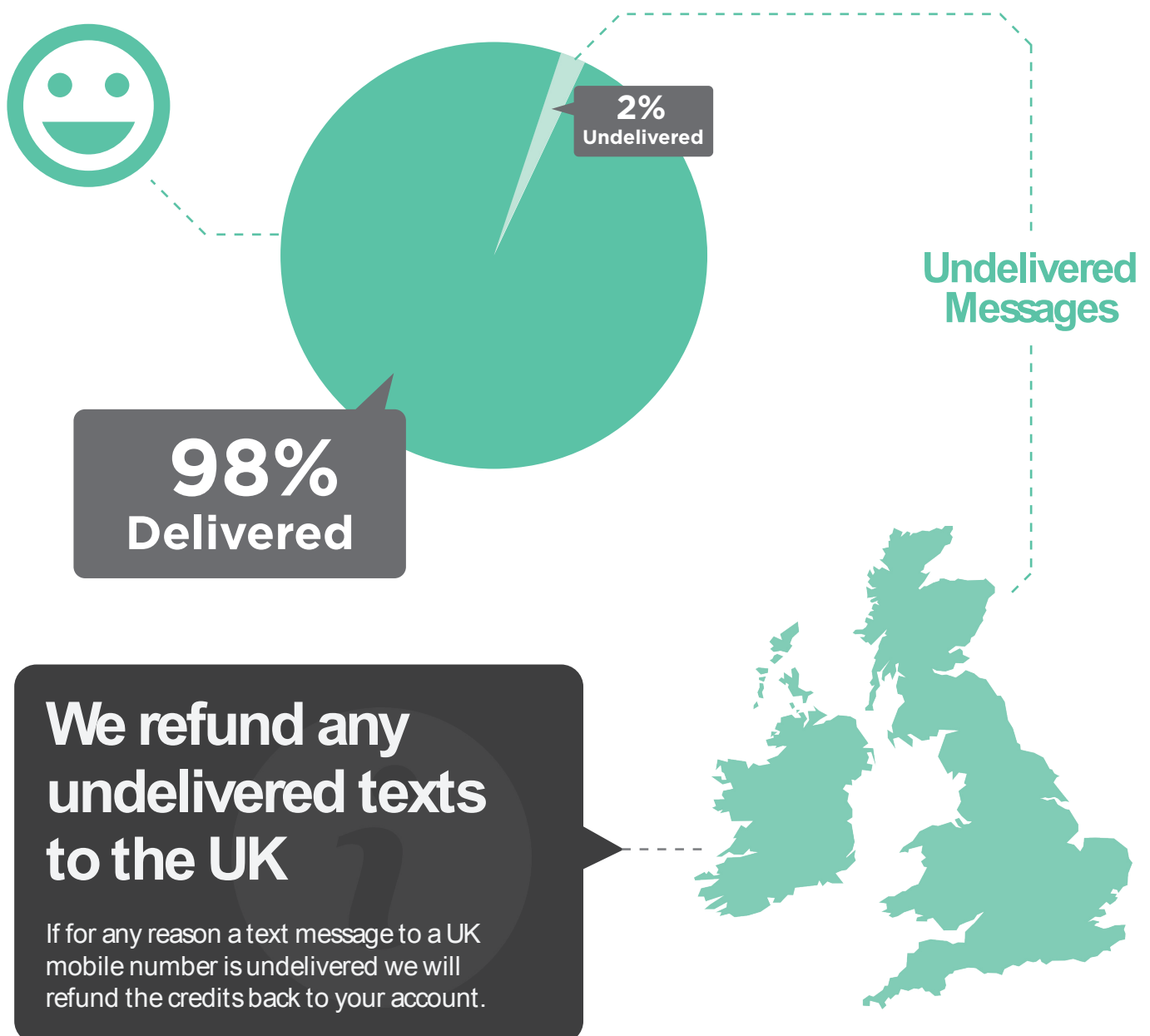
Auto-replies can add value and improve customer experience. When a customer sends a text to your keyword or reply number, an automatic and immediate reply can be sent back to the recipient.

Tip: You could even send a campaign from a reply number asking customers to reply to the message to receive a coupon or be added to a specific list!

Delivery reporting

Whether you are sending a campaign to a single number or multiple recipients, our advanced reporting gives you the ability to track the success of your campaign with real time delivery stats, link & file clicks and replies.

When you view your sent campaign, you can see which numbers have successfully received your message and those that haven't - this will help you keep on top of your data and filter out any incorrect or undeliverable numbers.



Our Features

Textplode has been designed and developed with our customers' needs in mind and is the most secure, easy to use business SMS platform available. Our many happy customers agree and our dedicated team work with them to make sure they are getting the most from their business SMS and are utilising our great features, including:

Message delivery statistics 	Sending flash SMS 	Low credit alerting 
Link shortening, tracking and logging 	Sending images & files 	Developer integration 
Reply numbers & campaign tracking 	Emoji Support 	Grouping contacts 
Personalising messages 	International character support 	Importing contacts 
Scheduling messages 	Keywords on 89988 	Exporting contacts 
Refunded undelivered UK texts 	Auto-reply on keywords 	Blacklisting contacts 

Our list of features is by no means exhaustive and we can work with you to help you create a tailored business SMS solution that meets your exact specifications.

The Benefits of Textplode



Simple, Clean and Easy to Use

Our user friendly interface has been designed and developed with simple navigation, innovative design and ease of use at its core to ensure customers have a great user experience.



Transparent, Fixed Costs Anywhere in the World

We believe in simplicity and transparency, which is why there's no any set-up fee, contracts or software to download. What's more, when you buy credits, they don't expire.



Real-time Delivery Reporting

Our advanced campaign reporting allows you to track the success of your campaigns with real-time open rates, click through rates and replies.



We refund any undelivered texts to the UK

If for any reason a message to a UK number is undelivered, we will refund your credits to your Textplode account so they can be used in your next campaign.



Anytime, Anywhere

Sending business SMS has never been easier, Textplode works seamlessly on desktops, laptops, tablets and mobiles. Set up campaigns, send messages, receive replies, manage contacts and view reports anytime, anywhere.

What Our Customers Say

We have worked with some great customers and helped them run effective campaigns, but don't just take our word for it!



“ I have been using Textplode for several years and after using other platforms I find it much easier to use, great value for money and the delivery rate is excellent. The support is also excellent. I would recommend you give Textplode a try. ”

Mike Higgins –
Director of Hednesford Bingo



“ We've used the Textplode platform to promote BodyPower Expo as part of our marketing strategy and we found it an excellent tool. As marketing collateral becomes more and more digitised and people engage via mobile platforms, we found Textplode to be a cost-effective way to capitalise on this trend. ”

Josh Reeves –
Marketing Manager for BodyPower



“ I've been using Textplode for the past year or so now, and it is far cheaper and easier to use than the provider that's built into our gym management system. I often use Textplode to send offers and promotions to expired members to get them back! ”

Steve Ecclestone –
Director of LSHealth

Get in touch

Business SMS is a great tool for communicating and engaging with existing and potential customers, is easy to use, cost effective and can achieve great results.

In this guide we have looked at just some of the uses and benefits of SMS for your business, if you would like to find out more about business SMS or how Textplode could help with your mobile marketing campaign, get in touch with us with your questions by:



Text us

HELLO to 89988



Talk to Us

01543 225 919



Visit Us

www.textplode.com



Write to Us

hello@textplode.com



TEXTPLODE

Simple, Affordable and
Reliable Business SMS

