

6 Surprising Benefits of Business Text Messaging for Machine Shops

leadbeacon

Put Your Business On The Map



Setting Up Your Machine Shop For Text Messaging

Setting up text messaging for your business is a great way to make sure you are easily accessible and engaging with customers and potential customers when and where they need help.

To get started, be sure to set up Google Click-to-Message on your Google My Business listing so that folks who are looking for places near them can quickly reach out through their mobile phones instead of having to search manually in order to find what they're looking for. Next, make it easy for your customers and search engines by using a solution that can utilize your landline number and includes both SMS and voice capabilities. This will help you with continuity to help with SEO, while also making sure that people can contact you in any way possible.



Continued...

Once your landline is set up to accept text messages, you'll want to publish that number wherever your contact information is displayed with instructions for customers and coworkers to "call or text us." Some places where you can include this are on your website, all of the common business directory listings sites (e.g., Google Places), and even in email signatures too! Finally - once those conversations start coming in from texts instead of phone calls- it's best practice for businesses who use LeadBeacon as their customer interaction platform to manage them more efficiently with automated responses, triggers, and campaigns where appropriate.



Benefits

Texting; not just for kids.

Adding Business Text Messaging To Your Shop, just makes sense.



Capture Leads & Continue The Conversation

Engage website traffic when you have their full attention and keep the conversation going even when they have to step away from the computer.



Personalization

People respond more when they feel heard and are engaging with real people.



Gather Feedback

Text increases the likelihood of a response with open rates over 98%.





Send Production Updates & Confirm Delivery Dates

Head off problems before they happen by keeping customers in the loop with progress and photos.



Ask For Reviews

The one-to-one nature of text messages allows for a more personal ask, making it much more likely customers will comply.



Collect Payment

Incorporate text into your follow-up with customers to ensure job satisfaction and send payment links that get seen and get paid.

So Much More...

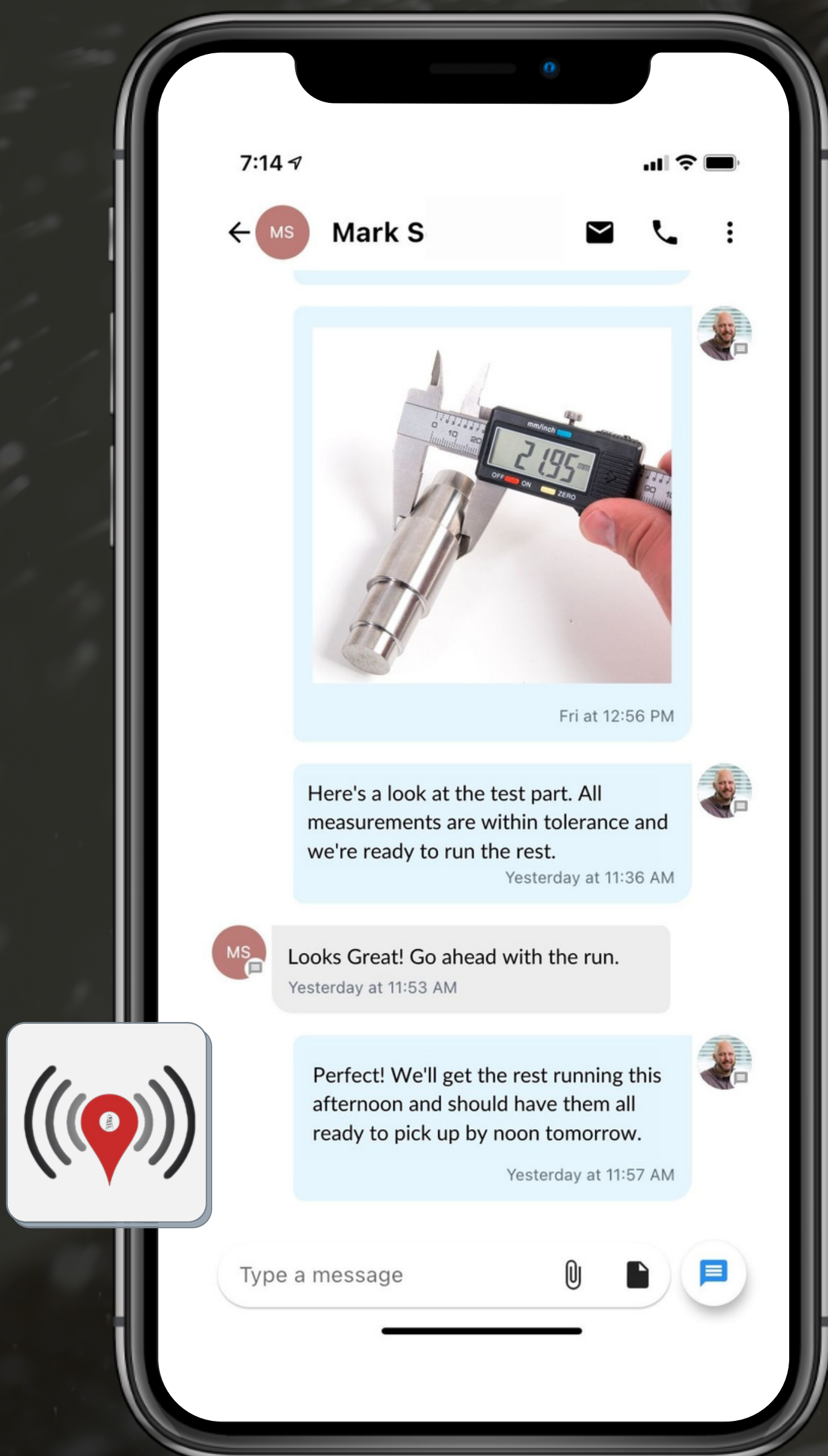
These benefits are just the tip of the iceberg.

Learn more @ www.leadbeacon.io/



Put Your Business On the Map!

Lead Beacon Helps Your
Customers **Find & Engage** With
Your Business Online.



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