



# PROVEN SUCCESS WITH TEXT



## CONTESTS AND PROMOTIONS:

Launch contests, surveys, polling, or sports promotions locally and nationally.

*A regional resort created a text message contest, offering a chance to win a free night stay and dinner for two. The customer simply needed to text a keyword back to the business to enter. When the entry was confirmed, customers were asked if they would like to receive future messages from the resort. The promotion was a significant success.*



## MOBILE COUPONS:

Offer auto-generated mobile coupons, turnkey incentives and scalable loyalty programs.

*Existing customers of a local Texas bakery occasionally receive a text message late in the day, offering 50% off of specific items. Through text notifications, the bakery is able to eliminate excess inventory and generate lines out the door when needed.*



## MOBILE COMMERCE:

Enable new payment methods for products and services.

*Customers of a women's clothing store received a personalized text message containing a description and photo of a new item from a customer's preferred collection. If the customer is pleased, they can text back 'buy' or 'hold' to secure the item.*



One text message... **thousands of opportunities!**

## COMMUNITY APPLICATIONS:

Deploy innovative custom applications that build and grow your community of mobile users.

*A local business which was leading a community out-reach for the homeless, created the keyword 'Feed' and used text messaging to solicit participation and contributions for a Thanksgiving dinner at the local shelter.*



## EVENT SOLUTIONS:

Get more interactive by engaging your audience with sporting and entertainment events.

*A dinner club promoted a special keyword to let existing customers know about an upcoming concert, selling out the event in minutes and enabling them to secure the band for an additional performance.*



## EMERGENCY ALERTS:

Alert employees, faculty, and vendors. Eliminate chaos when instant communication is mandatory.

*A local business operating a ski resort uses text messages to inform employees and customers when inclement weather forces them to close early or for the day.*

