

Mass Texting

A growing and very popular way to keep in touch with the community and past customers is to have a mass text marketing system. Depending on the size of your database, number of texts you send out, and other variables most mass text businesses send out, these texts can range from \$10 - \$1000 or more each month. I have a proven way that I will show you how to do the same thing for FREE!! The "normal" and well known way to set this type of program up is to find a mass text marketing company that will charge you a monthly fee, as well as 3¢ to 8¢ per person that receives your text deal.

Your affiliated company is Twitter!!

Yes, that is right; Twitter. To be honest, I can not remember how I discovered this awesome feature within twitter, but we have been testing the idea of mass texting marketing for free using it and have seen great success. I will now go over the steps involved from creation of a twitter name to the customer getting the discount. In this demonstration, I will be using the nametag of a local advertising company called Rexdeals.

- If you have not already, go to Twitter and create a new username/nametag

(Please be sure to make it easy to remember for those signing up for your texting)

Get the word out on how to sign up for your text deals! Here are the sample instructions:

- A. Text "Follow (username)" to 40404 for our text specials
- B. Text "Follow Rexdeals" to 40404 for local discounts and specials

Tweet, aka post a deal, event, or service on your twitter account that you want your customers to know about via a text message.

As customers text "Follow Rexdeals" to 40404 they will not only be signing up for all future posts/deals, they will also receive the last post that you had.

Customers who would like to use this special, will come into your establishment and will need to show you the text message in order for them to get the discount. This helps to insure you that they are receiving all of your text marketing and not just there because one of their friends told them about the deal.

Customers do not have to have a twitter account in order to receive these texts from you, they will just have to text the "follow (username)" to 40404 and will be signed up. Unlike most expensive mass texting services, Twitter will not tell you how many "mobile followers" aka database of customers you have. You will never know the actual number at this point in time.

Most people love to receive specials from businesses, however if you send out texts too often, they will begin to unsubscribe from your text deals. I would suggest no more than 1-3 per week. You can always have the deal be for more than one day, rather than a new

message/deal each day.

In Summary, this is what happens

Customers have signed up for your mass texting service.

You post a new tweet on twitter which sends everyone a mass text

The customer comes into your establishment and shows you the text to get that special

Over time your customer base grows and people hear about the deals you offer through text messages and want to sign up!!

For Service all countries please refer to <https://support.twitter.com/articles/14226-how-to-find-your-twitter-short-long-code>

Enjoy!