

160 Characters or Less: How to Increase Customer Loyalty, Drive Sales and Win with Text Message Marketing



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These sorts of ebook is the best publication accessible. It is amongst the most amazing ebook i actually have read. It is extremely difficult to leave it before concluding, once you begin to read the book.
(Jace Gusikowski IV)

160 CHARACTERS OR LESS: HOW TO INCREASE CUSTOMER LOYALTY, DRIVE SALES AND WIN WITH TEXT MESSAGE MARKETING



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Createspace, United States, 2014. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.What can you do with 160 characters? Plenty. Build loyalty Increase revenue Hold contests Communicate 1-on-1 with customers Send reminders Get alerted when your cow Bessie is pregnant Tell someone you love them Text message marketing is part of the exploding marketing channel otherwise known as mobile marketing. With over 100 penetration of mobile phones in the United States (around 80 of them text message subscribers) and over 60 of them with smartphones, mobile initiatives are key to the future of business. The personal level of access to your customers and employees via mobile trumps all other forms of marketing, including social media. How can you reach your customers in and around your location? How can you reach your customers, even in the bathroom? 75 percent of Americans bring their phones to the bathroom. This book helps you make the decisions on how to get started using text message marketing for your business, how to get the most out of your campaign, SMS best practices, how to use metrics to improve your campaign and what the numbers mean to you. The book dives into the guidelines and legal ramifications and provides useful examples of companies using SMS to increase profit. Included in this book: Personal engagement Lexicon Choosing a keyword How to get customers to sign up How to keep your subscribers Best practices Guidelines and regulations Tracking your campaign ROI Significance of the unsubscribe Examples of successful SMS campaigns Failures Next-gen messaging apps.



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