



Using Text Marketing to Get Your Message Out

These days, it seems everyone is constantly on their cell phones, spending a good deal of time talking, browsing or texting. In fact, the average smartphone user spends around 26 minutes per day texting. What's more, 78% of consumers wish they could text a business.¹

What does this mean for you? There is an opportunity to reach customers through text marketing. Communication via text is quick and convenient. Many people use it, and its high engagement rate makes it an effective way for organizations to interact with customers and prospects.

Benefits

People read texts. They don't get caught in spam filters, become forgotten in an inbox or get lost in the mail. Studies show:²

- 98% of text messages are opened
- 90% of text messages are read within three minutes of being delivered
- 68% of customers say they check their messages regularly throughout the day

Content

While all this engagement is great, don't waste the opportunity. Communication that is useful and to the point is best, such as:

- Information about a new product or service
- Performance or agronomy-related alerts
- Invitations to field day or farm show events
- Reminders about early order or volume discounts

Consent

There are multiple rules governing text marketing. One of these, as required by the Telephone Consumer Protection Act (TCPA), is that you receive consent before engaging in text marketing. This can be done either through a separate online sign-up form or by asking users to text a keyword in response to a message about joining the program. For example, "Please reply YES to confirm receiving marketing and promotional SMS messages from Seed Company at this number. Msg&Data rates may apply." Check to make sure you are in compliance with all rules and regulations.

Outsourcing

Don't have time to set up a text blast or feel overwhelmed by the prospect of trying to reach so many people? Fortunately, you have the option of letting someone else handle it. There are farm publications that can provide this service for you. Depending on factors you decide upon, such as crop type, farm size and geographic region, their reach can be as large or as small as you specify. It may be more expensive than doing it yourself, but it is an efficient alternative for you to reach a targeted audience.



As a method of outreach, text marketing provides a low-cost and convenient way for you to engage with your customers, retaining interest from existing ones and gaining new ones.

¹ Blagojevic, Ivan. "35 Texting Statistics to Know in 2023." 99firms. Accessed February 29, 2024. <https://99firms.com/blog/texting-statistics/>.

² Airship. "Text message marketing explained." Accessed February 29, 2024. <https://www.airship.com/resources/explainer/text-message-marketing/>.