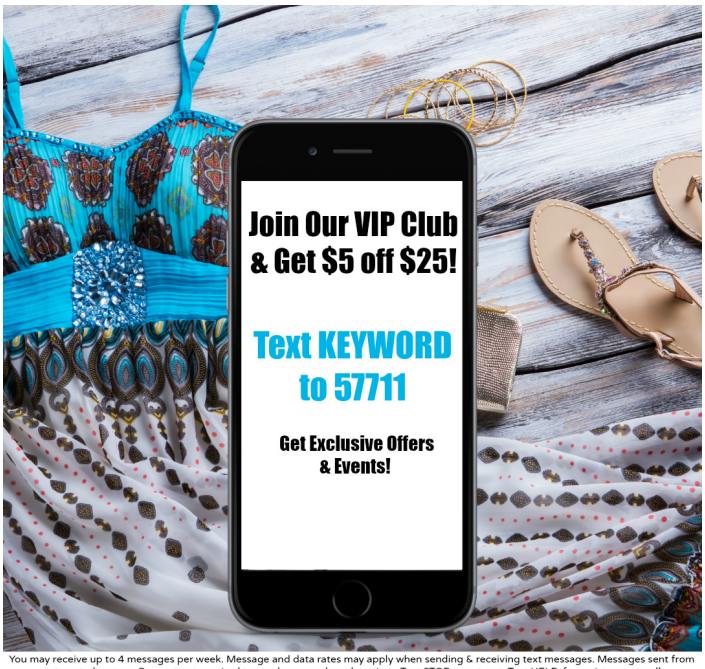
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UNIQUE SOLUTIONS FOR SMALL BUSINESSES

TEXT MESSAGE MARKETING QUICK START GUIDE

Getting Customers Aboard - 3 Easy Steps

1. Generally the best place to tell the customers about the VIP Text Club is right at the register before they pay. This is also the best place for a sign.

2. Here's an easy phrase to say, "Have you joined our VIP Text Club yet?" If they say "no" then reply "If you go ahead and do this right now", (point to the sign) "you'll get (whatever your offer is), and you'll get exclusive VIP specials from us from time to time!"



You may receive up to 4 messages per week. Message and data rates may apply when sending & receiving text messages. Messages sent from automated system. Consent not required to purchase goods and services. Text STOP to opt-out. Text HELP for assistance or call 800-211-2001. To view our Terms and Conditions & Privacy Policy, please visit www.sentextsolutions.com/privacypolicy.



3. Most customers will be able to subscribe on their own. Still, have the staff opt in so they are aware of current offers and they can help customers opt in if necessary.The staff should be telling each customer to sign up for the VIP Text Club like in the above example. This will bring you far better results than relying on just the signage.

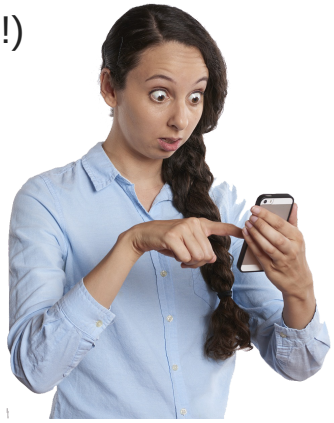
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TEXT MESSAGE MARKETING QUICK START GUIDE

4 Things to Include in Every Text Offer

1. Identify. Subscribers need to know where the text is coming from. Start each text with your company/organization name in all CAPS followed by a colon (:)
Special Note. If your website and your company name are the same, you can use your website instead of your name to identify your business. This way a link to your website is automatically created. In this case just capitalize the first letter of each word in your business name (unless your business name has only one word). Example: NatesBarberShop.com or STELLAS.com

2. Make it Special. Include something that makes the text special or identifies it as a VIP Text Club *only* special. (ex. **Show this text** and get 50% off a large pizza) (ex.Buy 1 day of Doggy Day Care and get 1 free. **Show text to redeem**.) (ex. **Mother's Day Special**. All Mom's get 15% off any item!)



3. The Offer. (ex. Show this text and **get 50% off a large pizza!**) (ex.**Buy 1 day of Doggy Day Care and get 1 free!** Show text to redeem.) (ex. Mother's Day Special. **All Mom's get 15% off any item!**)

EXAMPLE RESTAURANT: Show this text and get a free dessert with your meal! Exp 8/15/18

4. Expiration Date. This will add urgency. Generally, it's a good practice to expire the offer in 3 days or less.

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TEXT MESSAGE MARKETING QUICK START GUIDE

A Few More Important Tips

1. Try to keep your messages short enough to create only 1 text bubble. The system will show you when you exceed the character limit.



2. Most retail locations and restaurants will see success in sending out two messages a week. Nearly all brick and mortar businesses should send messages at least once a week. Ask your your account representative if you're unsure of how often you should be sending messages. ***It may also be a good idea to put a recurring reminder on your phone/calendar to remind you about sending messages consistently until it becomes part of your routine.***



3. Monday - Saturday 10am - 6pm are usually good times to send text offers out. Generally, avoid sending messages before 9am or after 7pm.

4. It's a good idea to track your Text Message Marketing results so you can see how effective the program is as a whole, and also so you can see which offers work best.

Get updates and ideas for your Text Message Marketing program!

Text GEX to 57711

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