



SMS Marketing

Instant Interaction With Your Audience

When using text messaging, consumers have come to expect replies almost immediately. SMS Marketing enables recipients to respond directly by SMS to any of your advertising or marketing campaigns. Invite them to 'Text xx to 78070 for More Information', recipients then receive an instant text response to their enquiry or request.

SMS Marketing is an effective means of interacting with any audience to engage in immediate two-way communication and to gather valuable information about their interests.

Key Features

- Customise your response e.g. "One of our team will be in contact soon"
- Responses delivered via email instantly & accessible via the historical online portal
- Responses can easily be added to built in databases for future SMS Broadcast promotions
- SMS Marketing can be used in conjunction with shared or dedicated shortcodes, long numbers and our data capture and transcription product

Instant Interaction

The SMS marketing service enables you to engage with your audiences and to generate a response. Whether that is a request for more information, call back, free samples or a voucher code. By initiating two-way communication with your audience in this manner you can achieve a higher level of interaction and can gather more information about their interests and preferences.

Keywords

In order for the system to work, responders must enter the specified keyword at the start of their SMS message. For example 'INFO' to request information or 'OFFER' to request a voucher code. Campaigns can be set up with any single word as a keyword, although it makes sense for this to be relatively short, memorable in some way and relevant to the overall campaign. For example 'SHAMPOO' to request free samples of a specific product.

Short Codes

NSM has a standard 78070 short code which can be used although this is only possible if your chosen keyword has not been used already with that number. Alternatively, you can have your own short code which you can use on all your campaign materials and which becomes associated with your organisation. For example, BBC Radio 2 uses 88291 which is actually its radio frequency band – 88 MHz to 91MHz

For further information, please visit us at www.newsportsmedia.co.uk