

SMS Marketing For Small Businesses

How your small business can thrive with easy,
affordable, text message marketing!

Edited By Joshua Malin

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Contents

| | |
|--|----|
| SMS Marketing Basics | 4 |
| Short Codes & Keywords | 5 |
| Statistics! The 2012 Mobile Marketing Fact Sheet..... | 7 |
| Systematizing Your SMS Marketing Plan..... | 9 |
| SMS Campaign Statistics: What They Mean & How to Improve Yours | 10 |
| Finding Inspiration For Your SMS Marketing Messages..... | 12 |
| Your Content Board: Generating and Remembering Text Message Marketing Ideas | 14 |
| 5 Tips to Improve Your SMS Copywriting | 16 |
| 7 Tips For More Effective SMS Marketing Campaigns..... | 18 |
| Doing Mobile Coupons the Right Way with Text Messaging..... | 20 |
| Timing Your Text Message Marketing Campaigns..... | 22 |
| 6 SMS Coupon Formats to Reel Subscribers In | 24 |
| 5 Unexpected Places To Advertise Your SMS Marketing Keyword | 27 |
| Viral Ideas: Turning one SMS Idea into Multiple Broadcasts..... | 29 |
| Text Message Marketing Campaigns For Every Time Of The Year..... | 31 |
| 5 SMS Marketing Promotions To Run Around Valentine's Day..... | 32 |
| Spring-Themed SMS Marketing Promotions | 33 |
| 7 Easy Last Minute Ways To Boost Your Small Business's Holiday Sales With Digital Marketing..... | 34 |
| Getting Specific. SMS Marketing For <i>Your</i> Business | 35 |
| Getting More Out Of Social Media With SMS Marketing..... | 36 |
| Kicking it Old School: Tying SMS to Print Marketing | 38 |
| 5 Ways Your Sales Team Can Use Text Messaging | 39 |
| SMS Marketing for Large-Ticket Sales..... | 40 |
| 6 Mobile Marketing Ideas for Small Businesses | 41 |
| 6 Ways Mobile Marketing Helps Restaurants Bring In More Customers | 42 |
| Everything I Need to Know About SMS Marketing I Learned in Kindergarten..... | 44 |

SMS Marketing Basics

SMS Marketing is extremely versatile, which allows you to connect with current customers and attract new ones in a variety of ways. If you can do it with a text message, SMS Marketing can cover it.

Appointment Reminders - When a customer misses an appointment that's lost revenue for your business. Studies show that unobtrusive text message reminders dramatically cut down on no-shows.

Mass Text Messages - Type a message once and send it to all of your customers.

Mobile Coupons - Research shows that consumers love mobile coupons. Text messages are a fast, efficient way to offer mobile coupons to existing customers and new customers alike. A good mobile coupon will include some brief info about the discount, a redemption deadline (build urgency!), and a coupon code. If you want to track your campaign make sure to use a coupon code that you can enter into your point-of-sale system.

Text-2-Join - Encourage people to text your Keyword to a Short Code to join your marketing list.

Text-2-Win - Customers text your Keyword to a Short Code to win a contest. Incentivized campaigns are one of the fastest ways to build your marketing list.

Text-2-Vote - Run polls and voting efforts that customers can participate in by sending a text message.

These are some popular uses of SMS Marketing and are a good place to start. Every text message is limited to 160 characters, so as long as you can imagine it and explain it briefly you can do it with a text message.

Marketing can be expensive, but for most businesses it's an important way to attract new customers. SMS Marketing is a great medium for most businesses because it works well on its own and because it's an excellent way to get more out of your current marketing efforts.

The all-powerful Keyword call-to-action: The Keyword call-to-action lies at the heart of nearly all great SMS Marketing campaigns. It's really simple if you're not familiar. Try one right now by texting Joes to 313131. That's just a demo Keyword and texting it to the short code 313131 won't actually sign you up for anyone's marketing list. Once you setup a Keyword on a short code (by using an SMS Marketing platform), potential customers will be able to opt-in (an industry term for the word join) your SMS Marketing list. When that happens you'll have another name on your marketing list. So how do you do it?

Don't leave anything on the table: If you have a brick and mortar business with a window put your Keyword call-to-action up on a sign. Give potential customers a reason to opt-in (like a mobile coupon, which you can automatically text back) and you'll pick up customers who never even step inside your business.

Get more out of print, radio and TV: If you're advertising in print, on the radio or on television, adding a Keyword call-to-action is a great way to leverage your existing marketing spending.

Your website and social media can be working for you: Tweets and Facebook status updates are popular places for businesses to advertise their Keyword call-to-action. Your fans and followers don't always overlap with your existing customers so make sure to reach out to them. SMS Marketing allows you to bridge multiple communication channels. If you have a website you can add signup widgets that allow visitors to signup for your marketing list by typing in their phone number.

Statistics! The 2012 Mobile Marketing Fact Sheet

If you're reading this, it should come as no surprise to you that mobile marketing becomes more important with every business cycle. What may surprise you is the extent to which it is gaining ground, and the level of saturation this technology has found in the global population. Consider these figures as of the close of 2011:

Over the year, **mobile advertising in North America grew from \$304 million to \$701 million.** The developing world also doubled, moving from \$196 million to \$410 million.

Google reported that by the end of 2011, **one in seven searches on their site were from mobile devices.**

As of 2011, 23 percent of respondents to an Equation Research study said they preferred to shop via a website on smartphone or tablet.

The same study found that approximately 6 percent of respondents regularly accessed online retail sites, shopping guides or auction sites via their mobile devices.

A Mobile Marketing Association report found that 29 percent of mobile users are open to scanning tags to get coupons.

Although 2011 showed impressive growth in acceptance and usage of mobile media, the experts say the best is yet to come.

Portio research predicts users of mobile email will quadruple by 2015.

Mobile internet users are growing at nearly twice the rate of desktop internet users -- and predicted to exceed desktop usage by 2013.

eMarketer anticipates a 14% increase in redemption of mobile coupons, and a 65% growth in mobile ad revenue, in 2012 alone.

Consumers will spend \$10 billion on mobile transactions in 2012, according to Forrester Research -- and this amount will grow by nearly 40 percent every year for the next five years.

To put things in perspective, here are some fun facts about SMS Marketing and other mobile functionality courtesy of the Mobile Marketing Association:

Coupons delivered via mobile media receive a 10 to 1,000 percent greater response rate than print coupons.

5.1 billion human beings own a cellular phone as of early 2012.

4.2 billion human beings own a toothbrush.

Mobile searches result in action within 1 hour in 70 percent of connections.

The average response time to an email: 90 minutes. For a text message, it's 90 seconds.

There are more cellular phones in use today than televisions.

Bottom line: this is the year to blow up your mobile marketing. This is true whether you're taking an existing program to a new level, or getting into the game for the first time.

Systematizing Your SMS Marketing Plan

Entry By Jason Brick

There are two sure ways to spoil your SMS marketing effort:

Texting infrequently so you never reach front-of-mind awareness.

Texting too often and annoying your subscribers.

Both of these can happen if you approach your SMS efforts with an ad hoc attitude. Instead, you need to systematize your SMS program so that you send out your broadcasts with the appropriate timing and content to get the response your business needs.

Create a Schedule

The "right" frequency of contact varies between industries, regions, and target groups -- but once you've found the right rate for your business, set up a schedule in your planning calendar. Like all repeating tasks, scheduling your SMS broadcasts will keep you on target.

Write in Blocks

Don't drop everything ten minutes before broadcast time and try to squeeze out a quick SMS message. Instead, schedule time once every few weeks to generate content in a block. This will help you keep content and events in the front of your mind -- and make it easier to create a series of related messages that makes each more effective.

Organize Contact Details

Names, phone numbers and addresses, will help you customize and personalize your SMS message. Once you collect that information via your SMS responses, it's important to have a process in place to collate the data in a format you can later use. Most professional SMS plans include this as part of the service -- or you can use one of dozens of apps or programs designed for contact management.

Plan for Responses

The best SMS marketing messages include a call to action. Always have a plan for responding to that call. This might take the form of an automated second message to all subscribers who respond, or simply training all employees on shift about the discount you just offered. In all cases, the key is to be ready to receive -- and optimize -- the responses you get.

Track Results

One of the major benefits of SMS marketing is the wealth of real-time feedback. You know right away how many people received your message, and how many responded. This can help you narrow your focus and improve your copy with every broadcast -- but only if you track those numbers carefully and understand what they mean for your business. As with contact details, a professional service will track this for you. If going it on your own, you can track them using software -- or even by hand using a spreadsheet.

SMS Campaign Statistics: What They Mean & How to Improve Yours

Entry By Jason Brick

McDonald's isn't successful because it serves the best hamburgers in the world. It's successful because it's made a science of analyzing business statistics, understanding them and responding to them in a timely and effective fashion.

Not every business should be like fast food, but your SMS marketing campaign will be all the more successful if you monitor, understand and act on the data your campaign produces.

Here are six stats you need to know, and know how to improve upon if necessary:

1. Opt-In Population

This is the total number of people on your broadcast list. It's not the most accurate number, because it measures who you send to – not necessarily who you reach. Still, an increasing population means you are successfully getting the word out. A decreasing population means the opposite.

Improve this statistic by getting your SMS keywords on every marketing item you produce.

2. New Subscribers

This is a more focused version of watching your opt-in population, focused specifically on how many new subscribers you acquire each cycle. Watch for spikes in this number when you release other media containing your SMS codes – it can tell you about how those releases are performing.

Get the most out of this number by inserting different keywords in different marketing initiatives – telling you exactly where each new subscriber came from.

3. Quit Rate/Opt-Outs

You're going to have opt-outs – people who ask to be removed from your list. That it happens isn't important, but why it happens can tell you a lot. You won't be able to interview your opt-outs about why they quit. Instead, look at your quit rate for spikes or valleys, and search for changes or events around those anomalies.

Reduce your quit rate by always sending out SMS messages with actionable deals or advice, and by posting just enough to stay in mind without becoming annoying.

4. Response Rate

How many recipients of your SMS broadcast do what you ask them to? This is a direct measure of how effective your message was. It's the reason a simple but unique call to action should be part of every message you send out – a text response tells you which recipients are engaged.

Improve your response rate by examining messages that had unusually high rates, then mimicking the core of those messages in future broadcasts. Interactive content like polls can also help.

5. Conversion/Sales Rate

Not every response results in a sale – but every broadcast should turn into at least one customer.

Each industry has its own "good" and "bad" rates of response, but all you need to see is a steady increase in whatever your numbers are.

Use digital coupons and similar deals with limited response times to up your conversion rate.

6. Return on Investment

This is the bottom line. Track how many sales your SMS campaign generated, and the total value of those sales. Compare that against the total cost of your SMS marketing. If sales > cost, your program needs work before you can consider it successful.

Improve ROI by reducing costs or using your statistics to increase the effectiveness of your SMS campaign.

Finding Inspiration For Your SMS Marketing Messages

Entry By Jason Brick

One advantage of SMS marketing is that you can make a meaningful impression on your broadcast list every single day.

One disadvantage of mobile marketing is that you have to come up with a meaningful impression every single day.

This can be a challenge for professional copywriters – people whose job it is to come up with effective ad copy. As a small business owner, you have many other things on your plate. Your passion for your business – and your need to pay the bills – will help you come up with some compelling copy. But sometimes you need more inspiration. When that happens, you can look to these resources for help.

The Calendar

You'd be amazed at the [sheer number of commemorative days, weeks and months](#) that exist. You can even add local community celebrations and anniversaries for your business to the list – all of which can serve as springboards for your daily marketing message.

The News

Paging through your local newspaper can yield dozens of ideas, events, and facts that can turn into a relevant marketing message. A new business in town could turn into a coupon for people who show you a receipt from a visit. A local hero could inspire a new menu item. Whatever you imagine, spread it via your mobile campaign.

Your Customers

Listen to your customers when they tell you what they like most about your shop, your people, your product and you. Use your mobile marketing to bring those to the front of their minds at every opportunity. Messages with an inherent call to action help you listen to customers even when they're not in the store.

Your Employees

When in doubt, ask an employee. They're "in the trenches," talking with customers in a way you might not be. Some of them have also been thinking about your mobile message, and have been waiting for you to ask their opinion. Their suggestions can help you get started and keep you going.

Your Competition

If your competition dropped a marketing message you wish you'd thought of, there's no reason not to use it anyway. Improving on it, tweaking it, making it your own, is a fair and effective marketing technique. Also, don't limit yourself to your direct competition – "borrow" from any message that catches your eye.

Your History

Keep track of the kind of response you get from your mobile messages. The best performing pieces should be in your mind as you design every broadcast – but you can also repeat particularly popular pieces.

Your Content Board: Generating and Remembering Text Message Marketing Ideas

Entry By Jason Brick

One reason text message marketing is so powerful is that it reaches subscribers with fresh content all the time. The flip side of that coin is that you have to create fresh content *all the time*. If you become bored with your SMS message, your customers will know -- and you'll know when you feel it at the cash register.

Enter the content board as a solution to this problem. This is a space where you write down, track and expand on your ideas in a framework that helps you access ideas when you need them. In some offices, this is an actual white or blackboard hung on a wall. In others, it's a pocket notebook or notes program on a smartphone or tablet. The form's not as important as the process to which you apply it. Used well, this process can help you generate text message ideas and remember them when it's time to make your next broadcast.

Step 1: Brainstorm

The process starts with inventing a fleet of raw ideas for your SMS campaigns. Set aside some dedicated time to write down everything that comes to mind. Note everything, even ideas that feel stupid as you say them out loud. This part of the process is about freeing your mind and making as long a list as possible. Everything goes on the board, with some space around each to make room for step two.

Step 2: Expanding

Start this step by eliminating the obviously unworkable ideas. Although you should keep as many as possible, your brainstorming session will unavoidably generate some inappropriate, impossible or redundant items.

Once you've eliminated those, develop new ideas off each original concept. These can be specializations of a general concept, "piggybacked" ideas from related concepts or combinations of another idea. For example, "Holiday Messages" could generate "Themed Coupons", "Event Announcements" and "Greeting Card" ideas.

Step 3: Refining

By the end of step 2, you'll have the raw seeds for dozens of SMS ideas. Take a handful -- enough to last until your next brainstorming session -- and turn them into actual SMS messages. You'll find that doing this as part of your content board session means you're generating your content when you're most energized and excited about it.

If you can't do this step right away, don't worry. The other purpose of your content board is to keep those ideas up where you can access them. Come back to the board when you have the time and energy.

Step 4: Broadcasting

The final step is sending out your content to your subscriber list. If you've finished steps one through three, this part is quick and painless. Even if you get caught unprepared at "go time," you can reference your content board to find an easy message to prepare and send out into the world.

5 Tips to Improve Your SMS Copywriting

Entry By Jason Brick

It's easy to make the mistake of thinking that any 160-character message is okay when it comes to SMS copywriting. That's because the no-frills, simple approach feels informal and – in some ways – unprofessional. However, the quality of your SMS marketing copy is just as important to generating a positive response as the copy quality of any other advertising message.

Try these simple tips for improving your SMS message, or to use as a lens to coach the team member to whom you've delegated the task.

1. Incentivize Your Call to Action

People have heard "Act Now!" and "Call Today!" so often the sentiment is all but invisible. Instead, provide a discount, perk or elite status option for texting a response or coming in with the message. A lunch hour special for example includes a time limit, which can further motivate immediate action.

YES: Text 123456 to try our newest milkshake FREE!

NO: Time is limited! Act now!

2. Avoid "Text Talk" (Unless You Should Be Using It)

Unless your customer base consists entirely of teens and young adults, keep your SMS message professional. This means using proper grammar and traditional spelling. You'll never alienate even the most wired customer by using standard conventions – but text abbreviations may cost you a client.

YES: Come early for the best view of our newest addition.

NO: Hope 2 CU there! LULZ!

If you must abbreviate to stay within character limits, stick with standard abbreviations, and avoid web slang.

YES: Text B4 noon for a 2-for-1 deal.

NO: Text FTW! Don't B L8.

3. Use Powerful Words

Make the most of your characters by using words that evoke action and emotion. Each industry has its own set of words that speak loudest to the customer, but verbs and adjectives can be your best friends. Use them to paint a "benefits picture" of what will happen when a subscriber responds to your message.

YES: Enjoy a relaxing Swedish massage.

NO: Massage sessions open today.

4. Focus, Focus, Focus

It's been said that SMS advertising is an arrow to traditional media's shotgun. Focus on your broadcast subscribers, rather than the general public, with references to your shop, brand, and unique selling proposition. You may want to focus even further, such as with an offer for fans of

just one product you carry – or on the customers who come in at a specific time or day of the week.

YES: Jerry, enjoy your favorite side dish at lunch FREE.

NO: Dear customer, take 10 percent off this week.

5. Lead With Power

The first line of your message must hook the reader and draw him into the rest of your message. A personalized connection, such as the use of a first name, or a compelling benefit, are two of the best tools for accomplishing this. Without that powerful lead line, you run a risk of your message never receiving the attention you'd hoped for.

YES: Today only discount for your favorite shirts.

NO: Shirt sale begins tomorrow.

7 Tips For More Effective SMS Marketing Campaigns

Entry By Linda Doell

With millions of Americans connected to mobile technology, reaching those potential customers with a clear and effective SMS marketing campaign is more important than ever.

Just take a look at the numbers for proof of the potential market. In the three-month period between June to September, [234 million Americans age 13 and older used mobile devices](#), according to a new comScore MobiLens report. A whopping three-fourths of those used text messaging with the number of users increasing from 69.6% in June to 71.1% in September.

Think of all the opportunity to get the word out about your business with an effective SMS marketing campaign. Here are seven tips to help you put it together.

1. Be clear and Get Permission

As you grow the numbers in your company's database, make sure the consumer has agreed to receive text messages from you (whether via prior opt-in, Keyword opt-in or web opt-in). Each person on the contact list also needs to know how often to expect messages and how to opt out of receiving messages. Make it easy for the customer to join your mobile list by setting up a mobile keyword that links them to your messaging list.

2. Build a Relationship with your Customers

Cultivate your database of customers and keep them interested in your business. One way to do that is by regularly notifying them about promotions, sales and new products. Your business can also keep customers by sending them coupons as a reward for their patronage.

3. Get Local

Help your customers feel connected by personalizing the messages, including tailoring them to a specific area or location.

4. Keep it Simple

When sending messages, use simple plain language with well-known texting shortcuts to avoid ambiguity.

5. Link the SMS Campaign With Your Other Advertising

Allow customers to sign up for the text messaging from the company's Facebook page or Twitter account, which will drive customers to your message list.

6. Make the Message Timely

Be mindful of the time of day your business sends out the messages -- a text message sent during the day while many are working may not get the same response as one sent at a more appropriate time. The timing will depend on what the business' customer base is and what are its preferences.

Also keep in mind how often your business sends out messages. Build excitement among customers by limiting the number of messages each month -- so they will be looking for the messages when they arrive. Place time limits on the offers sent out via SMS to create urgency among customers.

7. Reach Out and Reply

Talk with your customers and provide advice and tips. In return, you gain valuable feedback and increase their loyalty to your company.

An SMS marketing campaign can be easily tailored to fit your company's needs as well as the needs of your customers, and can be an easy tool to stay connected in our mobile society.

Doing Mobile Coupons the Right Way with Text Messaging

Entry By Simit Patel

Thanks to the rise of mobile devices, specifically cell phones, the coupon industry is experiencing a revival. Mobile research group mobiThinking estimates that more than 77% of the people on the planet can be reached via their cell phone. This creates an unprecedented opportunity to reach customers at any time, affording marketers a greater opportunity to acquire customers and earn trust via coupon marketing.

Thus far, the media surrounding this trend has focused largely on location-based group commerce services like Groupon and LivingSocial, but there other routes open to small business owners that they can inexpensively and effectively use to their advantage. Indeed, perhaps the most powerful way to promote mobile coupons is through text messaging.

Text Messaging is Pervasive and Cost-Effective

Text messaging has "crossed the chasm" to become a mainstream phenomenon: [a recent study conducted by the Pew Research Center noted that 72% of American adults now use text messaging](#), sending an average of 10 text messages per day. For the younger generations, the numbers are even more staggering: 87% of teenagers text, averaging 50 sent messages per day. Since smartphone penetration is just now reaching 40% (according to a Nielsen study) a mobile coupon campaign built around texting can help marketers reach a wider audience relative to other options.

Of equal importance to marketers for small businesses is that marketing services built around text messaging are typically far less expensive to try than the daily deals offered by the aforementioned smartphone-centric group buying services. With Ez Texting, for instance, marketers can get started at just \$29 per month; the smartphone daily deal networks, on the other hand, have [a more complex method](#) that can result in greater risk for firms if the campaign is not thoroughly planned.

Using Push and Pull Campaigns to Boost Sales

Once you're ready to go down the text messaging route, the first step is to decide how best to execute your mobile coupon marketing campaign. There are two basic options: push campaigns and pull campaigns.

In a push campaign you gather phone numbers, and send out a text message with a unique code. The customer can then show this code at your store to redeem their discount. On the other hand, in a pull campaign, members send a text to a number you publish. Doing that subscribes them to your mobile coupon list. Essentially, creating a mobile coupon campaign is like building an email list online - something many small businesses and marketers have already used to their advantage.

Of course, the key to a successful mobile coupon marketing campaign is not simply the technology used, but rather ensuring that the entire process is a positive one for the customer. Customers who opt-in to mobile coupons have granted you permission to send them text message coupons. Make the redemption process simple, and the customer will come away feeling positive about doing business with you. This in turn establishes the trust of the customer,

and helps you build your brand. Your gain comes in the form of increased sales and beneficial word-of-mouth marketing--which leads to future sales at no additional marketing cost.

Timing Your Text Message Marketing Campaigns

Entry By Kim Humes

Text message marketing can be a fast and affordable way to get important messages to your customers. However, it can be a huge waste of time and resources to send out messages randomly - when it comes to text message marketing campaigns, timing is everything.

If your customers receive one of your messages at a time when the information is not relevant to them, they will likely ignore it or even be annoyed by it. How you time your messages can have a great impact on what action your customers take, if any.

How often should I send my message(s)?

Less is more. The last thing you want to do is alienate your customers by bombarding their inboxes with several messages every single day. At the same time, you don't want your customers to feel neglected (as they might if you only send messages out once a month). One or two messages each week strikes a nice balance – it gives your customers some breathing room, but also lets them know you are still there. At least one of your regular messages should include some kind of incentive – discounts, coupons, free products – no matter what the timing.

What time of the day/week should I send my message(s)?

The main point you want to keep in mind is that you want your text messages to drive traffic toward your business. You want to give people incentive to come see you or make contact with you and ultimately, make a purchase.

What times during the day and week is your business the most desperate for traffic? Sending messages on days when your business tends to be slow is a good way to grab your customers' attention. For example, retail stores tend to be slower when the weather is bad or there are no major holidays coming up. Sending special deals to your customers may surprise them, and therefore intrigue them enough to visit. Sending a "same-day" deal drives them to come your way even more since they don't have the option of waiting.

Thinking about how your customers plan their lives in relation to your business is another great way to figure out the best timing for your messages. Do you host events? Send your first blast a few weeks before the event encouraging registration or providing registration incentives. Then send a reminder 3 days before or the morning of to get people pumped leading into the big day/night or to pick up last-minute attendees.

If you run a business, such as a salon or a clinic, that requires appointments, text messages can be a great way to send reminders – either about existing appointments or about appointments that have not yet been made, but should be (e.g. dental cleaning). Texting customers the day before not only

reminds them, but gives them time to adjust their appointment if needed. Plus you are not reminding them so far in advance of the appointment that they simply end up forgetting again.

Sending out a promotional message to restaurant customers approximately 1-2 hours prior to meal time catches people as they are making plans. Most people tend to think about what and

where they are going to eat lunch around mid-morning, and dinner around late-afternoon (maybe 4pm). Giving a customer incentive to visit your restaurant just as they are thinking about where to eat could mean the difference between them choosing your business over a competitor.

One of the biggest motivators for today's consumers is convenience, so overall it is extremely important for businesses to provide this to their customers as much as possible. Make it easy for them.

Text message marketing can be a great way for businesses to get in touch with their customers – but time is money. If you don't send your messages at the right time, you might as well be sending them to your grandmother.

Don't risk your text messages being overlooked by your target audience – learn how to time your marketing messages effectively.

6 SMS Coupon Formats to Reel Subscribers In

Entry By Jason Brick

Print coupons have been part of marketing for more than a century, benefiting national brands and local small businesses. But according to marketing research reported by RestaurantReport.com, SMS--short message service coupons--can be up to 10 times as effective as print coupons at a fraction of the price.

SMS coupons generate an immediate response when you create a call to action paired with a time limit -- the trouble is coming up with unique coupons week after week. One way to do it is by rotating several different coupon formats, sending them out in a pattern that produces new coupons.

1. BOGO

"Buy one, get one free" is a coupon classic that works just as well with modern marketing modalities. This can be a core value -- such as free entree with a purchased entree -- or a loss leader -- applying the deal to an appetizer or similar small item. Offering a 50% off deal on any two items gives you two coupon formats for the same basic concept.

2. Progressive Discount

Offering 5% off for purchases over \$30, but 10% off for purchases over \$50 encourages your customers to buy more. Whether they stock up on staples, or splurge on dessert, the result is more profits for you.

3. Hidden Upsell

In restaurants, this often takes the form of a free beverage with purchase of a side order. The customer gets a deal, but your profits from the side exceed your cost for the freebie. Retail can accomplish the same with thematically similar items, like free socks with each new pair of shoes.

4. Website Coupon Codes

If you do a lot of Internet business, or want to start doing a lot, you can broadcast coupon codes for customers to enter when buying through your web portal. These coupons can follow the formats of in-store coupons, or apply uniquely to internet commerce -- such as free shipping for orders above a threshold.

5. Daily Deal

Groupon and similar sites have turned this kind of deal into its own niche industry. You can use the same trend by offering a short-term deal your customers can't refuse. Make subscribers part of the "in crowd" by extending the offer for extra hours only for them, or with an even bigger discount for bringing in a friend.

6. Customer Choice

People like feeling involved and listened to. If you're having trouble deciding what kind of offer to make, hold a poll among your SMS subscribers. Not only will the winning team come in to enjoy their victory, but even the voters on the losing side will feel more attached to your business.

4 Common SMS Marketing Mistakes and How to Avoid Them

Entry By Jason Brick

Short Message Service marketing - SMS - carries none of the production infrastructure of many other advertising forms. It's quick to write, and if done well, feels informal. Because of its simplicity, though, some marketers don't treat their SMS campaigns with enough respect. Churning messages out, for example, isn't effective. Here are some common mistakes to avoid, so you can get the full benefits of your SMS campaign.

1. Missing the Call to Action *in your Text*

While a billboard or a TV spot - even one with a call to action - is passive, your text message invites interaction. Too many SMS marketing lists fail to capitalize on this, by not including a call to action or by having one that's easy to miss. You have to ask your marketing list to buy or do something, or else your SMS campaign is just a friendly chat.

Check your messages with someone on staff, before sending them. If that person can't identify the call to action, it needs to be reworked.

Call for responses in every SMS broadcast, even if it's just to confirm who's most involved.

Create a second, "elite" broadcast list, for die-hard fans who respond to every one of your messages.

Integrate other media by including an SMS message as part of the advertising.

2. Poor Timing

Some SMS marketers send out occasional texts, and miss the chance to build a real dialogue with their broadcast list. Others go to the opposite extreme, sending multiple daily texts with no real value - which alienates their subscribers and loses traction. In both cases, the marketer is guilty of poor timing.

Set a schedule of one message every one to three days - just enough to stay top-of-mind, but not enough to be annoying.

Never send a message because it's "on schedule." It's better to skip a day than to send out something meaningless.

Include "opt-out" codes in all your messages. Some consumers are more forgiving of over-frequent contact if they see you've given them an out.

3. Generic Content

SMS, done best, feels like a one-on-one conversation between you and every one of your subscribers. But don't take advantage of the enormous benefits of this modern marketing modality.

Either insert subscriber names or don't include a greeting - never address the recipient as "customer" or "sir/ma'am."

Use your brand and product names whenever possible. Don't give a coupon for a "burger." Give one for the "Big Kahuna Burger Deal."

Incorporate local details, such as an after-game special celebrating your high school ball team by name.

4. Not Setting Up for Future Contact

This takes one of two forms. A poorly constructed SMS message does nothing to capture customer information - leaving you with no way to send them your next brilliant message. The other form is failing to let those customers know you plan to be back in touch - which can leave them surprised and angry when you hit them with the next broadcast.

Respond to an initial contact with a second call to action, collecting details of the most engaged potential subscribers.

Pay attention to the subscriber list - especially how many subscribers "bite" on new calls to action.

Include a short note about future promotions, and your opt-out code, in all your messages.

5 Unexpected Places To Advertise Your SMS Marketing Keyword

Entry By Jason Brick

By now, you've probably set up a solid SMS Marketing plan. You have short-message content and offers ready to roll in all the right places. Everything you've done creates re-engagement opportunities for repeat customers. The good news is, you have a competent, well-thought-out SMS plan.

Sadly, there's some other news — more and more of your competitors have SMS marketing plans too. If you want to stand out in the short-message field, you need to reach people with your keyword and short code from places where they don't expect to find them. This gives you more exposure than your competition, and makes your message stickier for potential customers. Here's how to go forward.

1. Apparel

There's a reason bands and sports teams distribute so many T-shirts, and it's not just the sale price. People pay attention to their messages.

Attract attention, interest, and possible new business, by including your keyword and short code on employee uniforms, branded baseball caps, and any other garb you send out into the world. Bonus points for connecting your product with a body part — such as putting a message about your chiropractic practice along a T-shirt's spine. Summer-based products could even distribute temporary tattoos.

2. Paperwork

If your SMS message isn't already on your business cards and letterhead, you're behind the curve — but paperwork opportunities shouldn't stop there. Invoices and receipts with your keyword and short code put the message in front of your best prospects: people who have already bought your product. Although physical coupons may seem like something from ancient history, all of your print promotions should include your SMS marketing.

3. Equipment

If you run a delivery or in-home service, your SMS should be on every vehicle in your fleet. If you rent out equipment, or your people use gear in the field, a sticker with your SMS should be prominent on each item. Business equipment and fleet vehicles are visible, memorable, and in the public eye — so take advantage of this often underused resource.

4. Disposables

Restaurants send out hundreds of take-out containers every year. Coffee shops buy cup sleeves by the thousands. Napkins, place mats, shoe protectors, and plastic gloves all cycle through the public eye before going into the trash. Printing on these items is inexpensive, and puts your SMS message in front of countless pairs of eyes.

5. Set Pieces

Among the many advantages of SMS, a key one is that because it uses so few words, there's room for a compelling, funny, or meaningful advertisement focusing on visual elements. You may have seen the recent paint advertisement that looks like it's spilling over the street below, or

the seat-belt equipped bus bench advertising safe investments. Getting creative with a set piece advertisement enriches your short-form campaign.

Viral Ideas: Turning one SMS Idea into Multiple Broadcasts

One of the biggest challenges of a robust SMS marketing campaign is coming up with fresh, engaging content day after day, week after week. That's why so many business owners ultimately "farm out" their SMS marketing to an employee or third-party agency. But there's a trick to quality copy that most of the professionals use: recycling.

Although you should never simply reuse content -- even great content -- it's not difficult to use one successful idea to generate dozens or hundreds of other messages. One way of doing this is the SCAMPER method, a brainstorming tool popular since the late 1970s. Scamper stands for:

Substitute

Combine

Adapt

Modify

Put to Other Purposes

Eliminate

Reverse/Rearrange

For each of these points, you can take your original idea and generate related -- but still unique and engaging -- text messages for your SMS campaign. Take, for example, a simple limited time happy hour two-for-one coupon that generated impressive responses.

Substitute - change out happy hour for a slow mealtime, offer 50 percent off of two meals instead of buy one, get one free.

Combine - you could combine the basic idea with an upcoming event, such as the next ball game on cable or an anniversary for your business

Adapt - keeping only the happy hour and limited time concept, you could send a broadcast announcing a couples event, contest or poll for that time period.

Modify - change the way interested subscribers can access the coupon. Where the first round required a text response, this time the discount is for those who bring in the text message *and* a friend who's never visited your shop.

Put to Other Purposes - if the intent of your first limited time campaign was to draw in customers, make the second all about spreading the word. Make it a contest about who can forward the message to the most friends in the hour immediately after your broadcast.

Eliminate - there's nothing wrong with simplifying an original message. From an already simple happy hour coupon, you can turn it into a two-for-one coupon redeemable any time.

Reverse/Rearrange - swap the key elements to create a coupon that offers happy hour prices any time a customer brings a second person and a copy of the broadcast.

As you can see, the steps of the SCAMPER method overlap, meaning you might come up with very similar ideas from several different elements. That's all right. If you run your best ideas through this brainstorming tactic, you'll have plenty of fodder for your SMS broadcasts even after you've eliminated the duplicate content.

Text Message Marketing Campaigns For Every Time Of The Year

Whatever time of year, SMS Text Message Marketing is a great way to connect with your customers. In this section we'll explore some great ideas for popular times of the year – from Valentine's Day to the end-of-year holiday crunch.

5 SMS Marketing Promotions To Run Around Valentine's Day

Entry By Jason Brick

Valentine's Day is one of America's most commercial celebrations. Like Christmas and Halloween, the market offers consumers a chance to spend money on the holiday weeks ahead of the actual date. You can tie your SMS marketing calendar to get in on this sensual spending spree using these text promotion ideas.

Two For One

This may seem like a romance holiday no-brainer, but you might be surprised how many businesses miss it. Whether you go "buy 2 at 50 percent off" or "buy one, get one" you can capitalize on the couples market that peaks on Valentine's Day.

Joining Forces

Partner with a kid-friendly local businesses and run a combined event, deal or program -- with you serving the parents while your partner serves the kids. Or vice versa, if your business works with children. Married couples want to celebrate, but not all of them can get a sitter on such a peak romantic holiday.

Poetry Contest

Pursue the power of promotional participation by offering a free gift to the best love poem of the day. If you work this for a week surrounding the 14th, you'll reach even the couples that are busy on the holiday itself. Extra points for different kinds of poetry on different days: rhyming couplets, limericks and haiku all fit within the character limitations of SMS.

Singles Celebration

Unless you're rich or very lucky, you've spent at least one Valentine's Day on your own -- and so has almost everybody else. This untapped February market presents an opportunity you can take advantage of through your SMS. Invite a "flash party" before or after your romantic dinner rush, with discounts for coming alone. Include a prize for the best break-up story delivered in 160 characters or less.

Revenge Day

Like a singles celebration on steroids, this plan take the bitterly single and recently detached and treats them like kings and queens. Combine encouraging messages for the brokenhearted with offers to spoil them rotten when they spend money on themselves. This doesn't work so well for romantic eateries, but can really fly with beauty parlors, hair salons and spas.

These ideas aren't just for the U.S. and other countries that celebrate Valentine's Day -- other countries have similar commercial traditions around the same time. In Japan, Valentine's Day is for boyfriends and husbands to spoil their partners. A month later, "White Day" turns the tables and the women lavish attention on the men.

Spring-Themed SMS Marketing Promotions

Entry By Jason Brick

Changing seasons offer great opportunities for topical, time-sensitive SMS broadcasts--which any reader of this blog knows are the best kind of text marketing message. Spring is no exception, with its fair share of thematic excuses to reach out to your subscribers with a new call to action.

Holidays are natural SMS idea-fodder, allowing you to send eerily similar messages with just a change to the title and tag line. Holidays for spring include April Fool's Day (April 1), Easter and surrounding holidays (vary each year), Earth Day (April 22), Arbor Day (Last Friday in April), May Day (April 1) and Mother's Day (2nd Sunday in May).

Awareness Days are similar to holidays, but typically last longer -- a month or a week. These can mean a series of topical posts, including links to mobile sites with more information. Some representative examples include National Women's History Month (March) and National Summer Safety Week (1st week of May).

Spring Cleaning offers a chance to offer advice, organizational products and services that can help subscribers with their cleaning efforts. If you don't offer anything like that, you can offer coupons to help people escape from -- or reward themselves for -- their tasks.

Spring Forward. A simple text reminding people to adjust their clocks can combine with any number of calls to action, depending on what your company offers.

Outdoor Activities start popping up on people's calendars as spring warms the weather. You can send broadcasts for everything from offering related goods to organizing an outdoor event promoting your company.

Spring Break is a key time for businesses in a college town, and for those that market to families. A celebratory countdown in the week before, followed by special promotions and events throughout the vacation, can keep you in customers' minds even as their routine shifts.

St. Patrick's Day and Cinco de Mayo have special meanings to specific segments of the population, but have become "any excuse for a drink" days for many other people. Since they're tied to American subcultures, you can combine your offers with some trivia about Ireland or Mexico.

Remember to retool your best performers from the winter season. A particularly effective New Year greeting could turn into a message about how nature is waking up. Your Valentine's Day couples celebration could become a Mother's Day treat. Review your top SMS campaigns from previous seasons to see what you can "skin" for the season of flowers and gentle rain.

7 Easy Last Minute Ways To Boost Your Small Business's Holiday Sales With Digital Marketing

Entry By Jason Brick

The holiday season -- those heady weeks from Black Friday to Christmas Eve -- is the happiest time of the fiscal year for most retailers. People are out and about shopping and spending, but competition for their business is fierce.

The best results for getting customers in your store come when you've been working your marketing plan for some time, but that's not always easy for small businesses. Whether you're running late, or want to boost sales when the season isn't what you'd hoped for, digital marketing can give you the real-time boost you need.

1. Put your keyword and short codes on everything--print, voice, radio, and electronic ads

The more people they reach, the larger your blast list will be. The larger your blast list, the better performance you'll see from your digital marketing efforts.

2. Include QR (quick response) codes on all print and display ads

This lets people sign up for your messages or other mobile-oriented content with the push of a camera button on a smartphone.

3. Hold events in the middle of the week

Weekend sales put you in competition with everybody; midweek you'll get more attention. Announce events through your email, SMS, and social media networks. A countdown starting three days out is a good way to stay front of mind.

4. Take advantage of pay-per-click advertising like Google AdWords

These offer same-day implementation, real-time tracking, and complete control over final cost. They can save the day, even after print and radio advertising deadlines are long past.

5. Offer extra benefits

Give people who opt in to your SMS marketing programs something special, like early admission to a major sale or an extra 5% discount. They'll become more engaged with your company, and share your keywords with friends. Similarly, you can offer a special bonus for people who share your posts and bring in more fans for your social media.

6. Don't let four business hours go by without making contact

People are out and about throughout the season. If one message catches them with family, the next might find them just around the corner from your shop. Many people are frugal and check their list twice when holiday shopping, but others are susceptible to impulse gifting.

7. Keep the campaign rolling

The weeks just after Christmas keep retailers busy with money from gift cards and exchanged merchandise. Your digital campaign will bring some of that money your way. You can also focus your SMS and email coupons to help clear extra stock that didn't move during the holiday rush.

Getting Specific. SMS Marketing For *Your* Business

In this section we'll explore tips for some popular industries like restaurants as well as best practices for integrating your SMS Marketing campaigns into your print and social media efforts.

Getting More Out Of Social Media With SMS Marketing

Entry By Jason Brick

Synergy occurs when two productive activities combine to create a total greater than the sum of their individual parts -- like chocolate peanut butter cups. If you do it right, SMS marketing and social media marketing can create this same kind of effect. Both provide positive mobile experiences, which can build on one another in a reinforcing upward spiral.

Social Media Marketing

You can link your social media presence to your SMS campaigns with regular posts and tweets containing a call to action, along with your keyword and short code. Your most engaged customers will self-identify by becoming part of both mailing lists - and help your marketing go viral by sharing and re-tweeting your message.

This works best when your social media presence is professional, effective, and up -to-date. Here are a few tips make sure that's true.

Use different keywords for different platforms. When fans respond, you'll find out which platform reaches the most people.

Incorporate mobile functionality into your social media presence, such as Facebook's check-in feature. These contacts keep you front of mind in clients' awareness, even without a call to action.

Add videos, images, and interactive widgets to your social media pages -- creating a dynamic and memorable experience people will want to follow.

Include your social media information in your letterhead, signature and business cards.

SMS Marketing

Linking to your social media in your text marketing message creates a feedback loop. Readers visit your site and end up following or subscribing. They then get messages that encourage them to participate even more in your SMS...which leads them to your social media. It's a key part of combining these two powerful initiatives into a synergistic whole.

For this to work, both campaigns must be interesting and relevant -- otherwise it will simply feel like you're giving them twice as much spam as their competitors.

Use SMS to point to social media updates only when relevant to your clients. Humor, news, and statistics are all good choices - some better than others, depending on your industry.

Never repeat the same post over multiple channels. You can point to a post you think people will like, but plagiarizing yourself feels like spam.

Encourage SMS voting and similar participatory programs, but announce the results on your social media program. Those who vote will cross over to learn the outcome.

Adopt an "elite" program, by offering discounts and other rewards to fans who sign up for SMS and multiple platforms. This can include "private" broadcasts only for this group.

Kicking it Old School: Tying SMS to Print Marketing

Entry By Jason Brick

SMS seems to be the heir apparent for becoming the king of marketing. Between its low cost-per-impression and high response rate, there are few downsides to this new marketing approach. This doesn't mean that you should abandon your other marketing campaigns altogether, though. **Like any new friend, SMS marketing adds value to your operation — but you shouldn't let it eclipse your relationship with trusted companions like print marketing.**

Used together, SMS and print marketing efforts can create a whole far greater than the sum of its parts. As you forge your marketing plan for 2012, consider these ways to tie your SMS campaign into your print efforts.

Advertise Your Advertising

Every print promotion you send out should include a short code, keyword or QR code as a call to action. The reach of print is still greater than that of your mobile marketing, and this is a great way to bring new subscribers to your broadcast list. Placing different codes in different ads can help you track which print promotions are the most successful.

Hold a Treasure Hunt

Offer your SMS customers a discount for sending in a photo of one of your print ads. This adds an element of fun while drastically increasing your subscribers' engagement with your brand. You can do this as a long-running coupon, or offer a larger reward to the subscriber who sends the most photos of different print appearances.

Coming Attractions

If you're about to run a new ad or print a new billboard, let your SMS subscribers know it's coming. Hold a countdown as release day approaches. You can even hold a contest or poll as you're planning your next print run, soliciting your best customers to text in ideas.

Don't Duplicate Content

If your print and SMS messages say the same things, your subscribers won't be motivated to look at your print ads, and print consumers won't be motivated to sign up for your SMS broadcasts. Make each message different, and tailored them for the traits of its specific medium. Even better, have each mode include a teaser that encourages those who see it to check out the other.

Abandon Low-End Print Runs

Although SMS hasn't rendered print ads obsolete, it absolutely outperforms the small ads and coupons you might have previously run in coupon circulars and similar small ads. Instead, use the budget you'd earmarked for that to increase the top range of your print platform. Combine it with SMS to make a bigger, more professional impact.

5 Ways Your Sales Team Can Use Text Messaging

Entry By Jason Brick

By now, most business owners at least understand the concept of using SMS marketing to reach potential customers and drive sales. But your customer base is not the only place SMS can generate revenue. Text message broadcasts are also an inexpensive, simple way to communicate with your sales team. Applied well, you can motivate, inform, reward and hector your sales force via text to help them all make more and larger sales.

Periodic Motivation

Salespeople out in the field often feel apart from the team back in the office. A few daily messages can help them feel included, motivated and excited about your product. This can be anything from an appropriate quote to telling the team about the amazing sale a colleague just made.

Low-Profile Q & A

Traditionally, a sales representative who needed a "lifeline" during a sale had to call in. This left customers idling awkwardly as the rep phoned support. Using text back and forth allows your rep to maintain momentum and rapport while getting the answers.

Performance Reporting

Have your team text in every few hours with sales numbers for the day. Compile them and broadcast the results to spur friendly competition in the field. This also gives you a chance to give extra attention to any member of your sales force who's having a rough morning – providing an opportunity to keep it from turning into a rough day. Compiling those reports at the end of each day also keeps your finger on the pulse of your sales team as a whole.

Flash Sales

This is similar to the mini coupons and events you already run with your SMS advertising. A "one-hour only" coupon texted to all your representatives gives them a tool for putting buying pressure on potential clients who are still on the fence.

Running Contests

Your sales force likes feeling involved and listened to as much as your customer base does. The occasional contest can help them feel that way. Sales reps often treat their numbers as a competition, but you can create other contests to build camaraderie. Gather the most hilarious objections, strangest situations or most brilliant lines to save a sale. Give a small, but meaningful prize to the winners.

Experts from Brian Tracy to Zig Ziglar will tell you that communication between your front line and the back office is vital to top performance from your sales team. SMS is one of the fastest, easiest and least expensive ways to keep that communication strong.

SMS Marketing for Large-Ticket Sales

Entry By Jason Brick

A lunch time or happy hour coupon is probably the most recognizable SMS marketing broadcast. It's a short-term offer intended to bring in customers on an impulse buy, or to add an appetizer or similar small item to something they were going to buy anyway. In this context, text marketing has a proven track record of success.

But what about higher-ticket items? If you sell pianos, or cars, or long-term services like legal representation or karate lessons, a "weekend warrior" coupon isn't going to get the results you want.

This doesn't mean an SMS message can't get you results. A recent *eCommerce Predictions* report notes that mobile commerce can actually spur large-ticket purchases more than everyday purchases. The trick is tailoring your mobile message to make this true in your shop.

Here are some Dos and Don'ts to help you get started:

Do integrate your message with your mobile and traditional websites, making it easy for potential customers to do research on their own.

Don't include unnecessary time pressure, like you would with a smaller ticket item. You can hold special sales from time to time, but sophisticated customers will resent a "high pressure" feel.

Do provide insider information in your posts. People who purchase luxury items like to feel "in the know" – and will remember the source for their behind-the-scenes knowledge.

Don't ignore the value of freebies. Offering a free accessory, or an entry into a sweepstakes for a free high-ticket goody, can be the gentle push your broadcast list needs to make a buying decision.

Do respect the time scale of purchasing high-ticket items. You'll send fewer messages than for other kinds of business. Too many messages can mean extremely well-informed customers – and for your competition.

Don't limit your options. If you have two potential market demographics, set up two different SMS campaigns – with each tailored for the tastes and values of that demographic. One thing large-ticket SMS has in common with less expensive merchandise is that it's all a numbers game. The more people you reach meaningfully, the more sales you'll make.

Do make things as personal as possible. Include customer names, and your own name, in your message. Direct readers to your top salespeople and technicians. As they come closer to a buying decision, a personal relationship is likely to steer them to your door.

Don't forget to include a call to action with every message. It may not ask for a sale, but it should elicit a response so you can track what works and what doesn't.

6 Mobile Marketing Ideas for Small Businesses

Entry By Jason Brick

Mobile marketing offers a low-cost message with real-time responses at rates 10 or more times that of traditional media. Although this marketing modality is still relatively new, many small businesses are already using it to boost profits and improve competitiveness. To stand out from the crowd, consider these mobile marketing concepts.

1. Mobile Apps

If you have the skill -- or can afford to hire somebody with the skill -- a simple application for smart phones can have people thinking of your business every time they use it. For best results, develop an app that's related to what you offer. A bakery could produce a cooking timer, while a personal trainer could release a narrated stretching program.

2. Podcasting

In the 21st century, knowledge sharing makes for compelling ad copy. A weekly or biweekly podcast can inform your clients about what's happening, and how they can take advantage of what you offer. This idea works best for businesses that rely on repeat and relationship clients -- like law firms, martial arts schools, and financial advisory firms.

3. Mobile Parties

"Flash mobs" bring together groups of people around an interest or cause. You can use mobile parties to organize offsite events that demonstrate loyalty for your brand. For example, set up a get together and give a discount to everybody who brings photo proof they attended to your shop.

4. Guest Programs

As with other social marketing initiatives, a good mobile message encourages networking. Special deals for guests will motivate your subscribers to find more subscribers. Be sure to include an extra deal for the host, preferably one that escalates as he brings in still more subscribers and customers.

5. Polls and Contests

Mobile marketing is all about response, and polls or contests can increase your level of response. They also give you an opportunity to go back again to those who responded to you, creating a feedback loop that leads your subscribers to feel progressively more invested in your business. The more invested they feel, the more they'll choose your shop over an Internet site.

6. Street Team

Radio stations have used this concept for decades; they assign an elite status and provide low-cost giveaways to people willing to network market for them. A simple response-oriented SMS campaign can create an instant street team to get the word out about upcoming events, products and specials. You can expand this idea by creating a VIP second subscriber list for your elite fans -- one attached to early announcements and select deals.

6 Ways Mobile Marketing Helps Restaurants Bring In More Customers

Entry By Jason Brick

Restaurants have always relied on print coupons to bring in more diners and increase their profits. In the digital age, your restaurant can leverage mobile marketing to bring in even better results.

1. Customer Coupons

According to industry service website, RestaurantReport.com, mobile coupons are seeing a 1,000% higher buy rate than print coupons, at a fraction of the cost. Better yet, text coupons require none of the print and layout costs associated with traditional ones. Set up a rotation of different kinds of offers to snare different kinds of buyers.

Buy one, get one free

Get a side item free with purchase of an entree

Percentage off entire order

Discount on purchases over a dollar amount -- like \$5 off purchases over \$25

2. Timed Delivery

You can increase response rate by sending your message at key times. Between 11 am and noon, people are deciding where to go to lunch. Your text message can become the deciding factor. The same goes for 4 pm to 5 pm, when people are deciding where to have their after-work drinks.

3. Loyalty Programs

Repeat customer rewards (the equivalent of punch cards), and company announcements, can be part of your mobile marketing message. Again, electronic delivery means no printing and layout costs, making the program much less expensive and far more efficient. Automated systems can also send personalized loyalty offers -- like a free dessert coupon on someone's birthday.

4. Focused Marketing

By formatting your coupons and other offers so that customers have to respond to activate them, you'll be armed with an updated list of the people who engage with your mobile marketing. These people are the ones who will give you your best return -- information marketers spend millions of dollars on every year to learn.

5. After Hours Presence

A sign on your website and store front can post your restaurant's QR code for potential customers even when nobody's "at home." Better yet, set up a small projector to cast the QR code onto your window, as part of an attractive display.

6. Customer Communication

Making your mobile marketing a two-way street can give your campaign an even better response. A simple satisfaction survey can help your customers feel listened to, and foster a

sense of ownership and belonging. A highly effective way to involve your customers is to ask them which coupon they would most like to see -- then send it out an hour before the lunch rush.

Everything I Need to Know About SMS Marketing I Learned in Kindergarten

Entry By Jason Brick

Robert Fulghum's book *All I Really Need to Know I Learned in Kindergarten* was first published in 1988. Its meteoric success spawned posters, parodies and a musical—as well as a four-book deal for Fulghum. The title essay applies basic rules of early childhood to everyday adult life.

SMS marketing isn't kindergarten. It's fast-paced, adult, technological and all about return-on-investment. But that doesn't mean you can't improve your campaign by remembering a few of the basic rules from when you were 5 years old.

Share and Share Alike

Social connections and word-of-mouth are core parts of a successful SMS campaign. Solicit your recipients to share your texts and bring others into the fold. Make it worth their while, with coupon offers for bringing a friend.

Take "No" For an Answer

Don't send messages to people who opt-out of your text message subscription. It's against the law. More importantly, it's bad sales karma—you won't sell to that person anyway, and you're risking not selling to people he knows.

Dare to Dream

Remember how in kindergarten people always said you could be whatever you wanted? Dare to aim high for the results your SMS campaign will bring you. Use it to reach those goals.

Don't Take What Isn't Yours

Copyright laws apply to text messaging. If you steal an idea, give credit to the originator. Don't use intellectual property in your campaign unless you've received permission from the owner.

Enjoy Art Time

Get creative with your text campaign. The world is full of "Buy One, Get One" virtual coupons. The more you make your message stand out from the others, the better it will perform.

Flush the Toilet and Wash Your Hands

This isn't about your bathroom habits. It's about establishing good hygiene with your day-to-day activities. If you systematize your approach to SMS, you'll never make rookie mistakes like running out of ideas or misreading your performance numbers.

Live a Balanced Life

In kindergarten, you spent a little time each day on reading, counting, playing, art, food and naps. Make your SMS campaign a study in variety by including a wide array of modalities and messages.

Marketing may be complex, but most of its core truths are surprisingly simple. Observe these lessons from a simpler part of your life, and you'll find your SMS campaign taking off.

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