

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



Filesize: 6.51 MB

Reviews

*This is actually the greatest publication i have go through right up until now. I really could comprehended every little thing using this composed e book. I realized this book from my i and dad advised this ebook to learn.
(Jimmie Schmidt I)*

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

[DOWNLOAD PDF](#)

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.

[Read 160 Characters or Less: How to Increase Customer Loyalty, Drive Sales and Win with Text Message Marketing Online](#)[Download PDF 160 Characters or Less: How to Increase Customer Loyalty, Drive Sales and Win with Text Message Marketing](#)

Other eBooks



Crochet: Learn How to Make Money with Crochet and Create 10 Most Popular Crochet Patterns for Sale: (Learn to Read Crochet Patterns, Charts, and Graphs, Beginner s Crochet Guide with Pictures)

Createspace, United States, 2015. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.Getting Your FREE Bonus Download this book, read it to the end and...

[Download Book](#)

»



Patent Ease: How to Write You Own Patent Application

Createspace, United States, 2014. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.Patent Ease! The new How to write your own Patent book for beginners!...

[Download Book](#)

»



No Friends?: How to Make Friends Fast and Keep Them

Createspace, United States, 2014. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.Do You Have NO Friends ? Are you tired of not having any...

[Download Book](#)

»



How to Make a Free Website for Kids

Createspace, United States, 2015. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.Table of Contents Preface Chapter # 1: Benefits of Having a Website Chapter...

[Download Book](#)

»



Learn em Good: Improve Your Child s Math Skills: Simple and Effective Ways to Become Your Child s Free Tutor Without Opening a Textbook

Createspace, United States, 2010. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.From a certified teacher and founder of an online tutoring website-a simple and...

[Download Book](#)

»