



# SMS Marketing

## Stay Connected With Your Customers via SMS

Research shows that the average open rate for text message marketing campaigns is 98%, compared to just 20% for email. And the average click-through rate for SMS marketing is 19% compared to 4% for email. The simple truth is, companies that want more effective engagement with their customers need SMS—and our SMS enablement platform makes getting started easy.

### Benefits of SMS

No matter what business you're in, SMS capabilities—such as keyword responders, appointment reminders, SMS blast campaigns, and more—enable you to communicate better and faster with customers and prospects to drive efficiencies and growth. Consider the following examples:

#### A real estate firm can:

- › Push property information, flyers, MLS data, etc. with keyword responders
- › Boost attendance at open houses and reduce no-shows at showings with appointment reminders
- › Blast new listings to prospects to generate interest

#### An automobile dealership can:

- › Push sales information, flyers, and sales contact details with keyword responders
- › Improve the customer experience with service reminders and completed service notifications
- › Send inventory, trade-in, and sales announcement blasts to boost revenue

#### A healthcare provider can:

- › Send blast campaigns to announce availability or location of services
- › Improve the patient experience with appointment and prescription pick-up reminders
- › Create drip campaigns for gathering updated information

### SMS Enablement Platform Capabilities

With our comprehensive SMS platform, you get a wide range of functionality, all with your existing phone numbers and managed through an intuitive portal accessible via your PBX login. Capabilities include:

- › **Number-sharing:** Access multiple numbers from a single login
- › **Multi-device sync/support:** Use your account on multiple devices
- › **MMS support:** Send and receive MMS messages for a rich media experience
- › **Address book:** Separate and sync contacts across multiple devices
- › **Keyword auto-replies:** Send automatic replies for specific keyword inquiries
- › **Canned responses:** Respond consistently to regularly asked questions
- › **Away message auto-responder:** Easily set up a message for when you need to step away
- › **Mobile app (iOS and Android):** Keep in touch, even when you're on the go
- › **Help management:** Provides examples and describes how to use or configure each setting
- › **Reporting:** Gain insight and control the costs of messaging usage across your organization

Our Starter Plan includes two users and a 180-day conversation history. The Professional Plan includes five users, a 3-year conversation history, blasts, reminders, and drip campaigns.

### Ready, set, text

Contact us to learn more or to get started today!