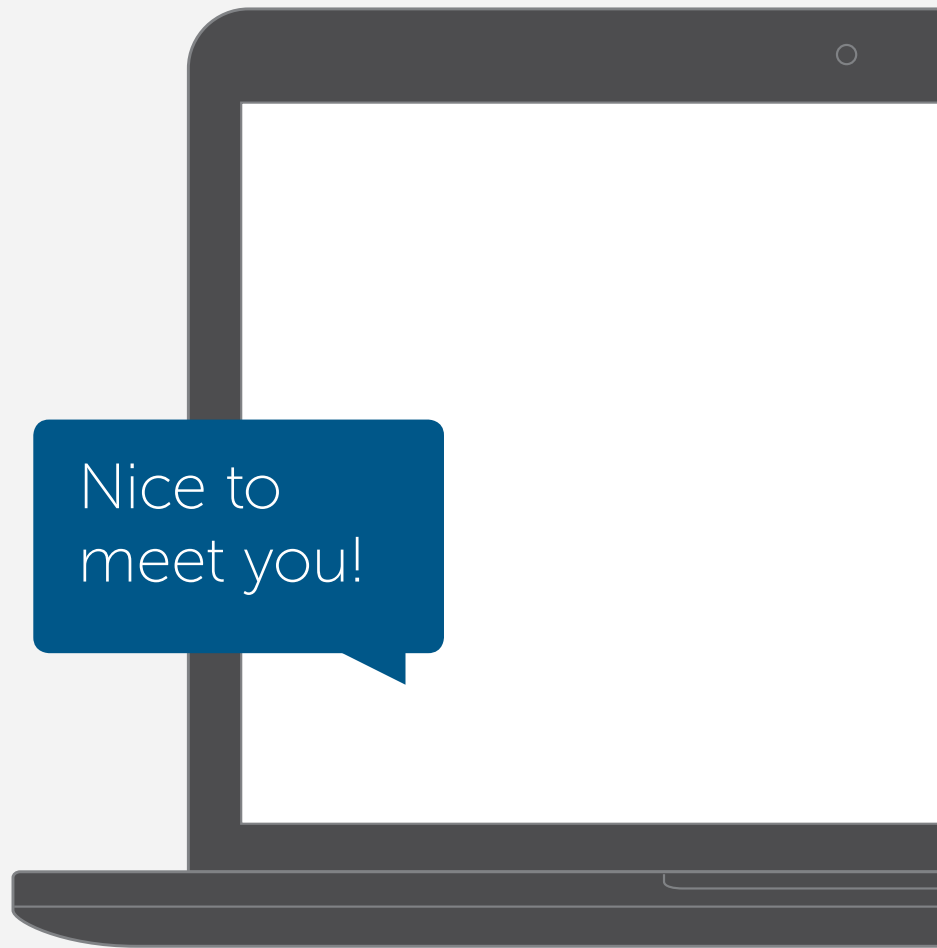


Constant Contact®

sms made easy  
firetext



Hi, I'm SMS



Nice to  
meet you!

Harness the power of **SMS**  
and **email marketing** to grow  
your business.

No magic. Just tips, ideas and success stories.

Harness the power of SMS and email marketing to grow your business.



# Hello...

As mobile devices continue to develop and we become more and more reliant on them for both our work and social lives; it's becoming increasingly important to consider mobile in your marketing toolkit.

From checking your bank balance to shopping and searching for the best deals online. Our mobile phones are now the source of all information and desktops are starting to become less important.

FireText and Constant Contact have formed an exciting partnership to help businesses and marketing professionals to get the most from their marketing by joining up their email and SMS communications to grow their email database and boost their mobile marketing efforts.

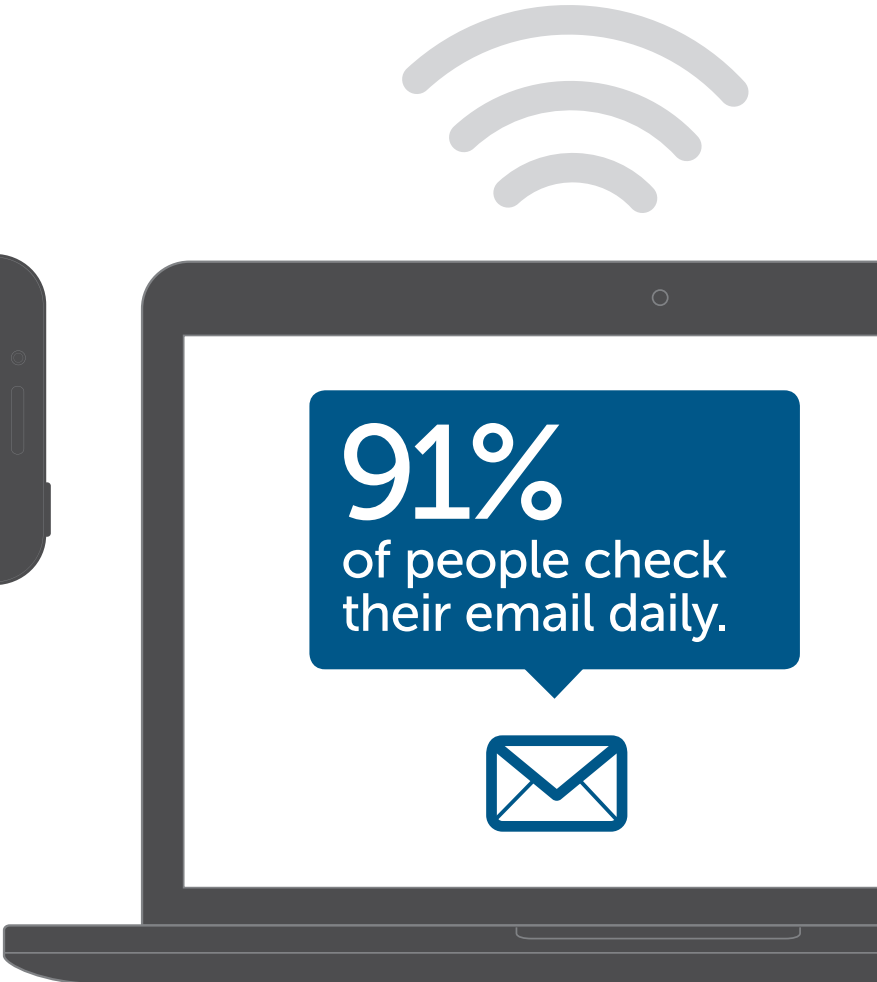
FireText is a UK-based team of developers, problem solvers, marketers and tinkerers, all working around the clock to offer the most powerful text marketing platform...for you! Their focus is simple, to provide simple yet intelligent software with the most amazing customer service. .

Constant Contact helps small businesses do more business. We have been revolutionizing the success formula for small businesses, non-profits, and associations since 1998, and today work with more than 650,000 customers worldwide. The company offers the only all-in-one online marketing platform that helps small businesses drive repeat business and find new customers.

## **Read on for:**

- The stats
- Grow your email database using a text keyword
- Where to advertise your keyword
- Join up your email & SMS marketing
- How to make the most of the integration

# The Stats



**90%**  
of SMS are read within 15 minutes of being received  
Perfect for time bound campaigns!

Orcorn, 2012

Every pound invested in email marketing returns

**£38 REVENUE**

DMA email report

**145 BILLION**  
text messages were sent in the UK last year  
You know you're communicating with customers in a way they know and love.

Deloitte, 2014

**47%**  
of email are opened on a mobile device  
Have you thought about mobile?

Litnuiss – Email Analytics

# Grow your email database with a text keyword.

There's great news if you're looking to grow your email database, the integration between FireText and Constant Contact enables you to do just that by the power of a simple text message.

SMS is the most widely used mobile technology and 90% of SMS sent, are read within 15 minutes of receipt. SMS can work hand in hand with any other forms of marketing helping you to build an opt-in database.

## What is a keyword?

A text keyword is simply a word associated with your business or campaign which customers can use to easily get in touch via SMS on our memorable short code number 82228.

## How does it work?

You choose a relevant keyword for your campaign. Advertise this on all of your marketing material, your website, social media, at events – anywhere and everywhere – instructing customers to sign up to your mailing list by texting in your keyword followed by their email address.

The customer is automatically added to both your FireText and Constant Contact accounts meaning you can start sending them all your exciting news and updates straight to their email or SMS inbox!

TIP: Set up an auto-reply so you can confirm user has been added instantly and showcase your excellent customer service.

Text MOBILE followed by your email address to 82228 to join our SMS and email mailing list.

MOBILE  
dave@firetext.co.uk

## Why is this useful?

Sending a text message is simple and easy for the customer, meaning they are more likely to join your subscriber list.

Customers opt-in to both your SMS and email marketing lists with one message, meaning you have captured double the data.

There are no lists to upload or data to input into your systems as the text message adds all the details to both your FireText and Constant Contact account, instantly.

# Join up your email & SMS marketing

## Little Nan's Case Study

Using a single communication method for every broadcast can limit your reach and means your message might not always get through to your audience; to get the best results it's all about making your communication channels work together.

### The Objective

- Grow email and SMS database
- Find a new way of communicating with new and existing customers
- Fill the bar on launch night
- Capture new leads for future marketing

keyword: NAN on the FireText shortcode; 82228. The Constant Contact / FireText integration meant that by asking customers to text the keyword followed by their email address to 82228 the number would be automatically added to their FireText account and their email address added straight into their Constant Contact account, so collecting data was the easy bit.

### The Plan

Tristan had used SMS marketing before and knew he had to include it in his marketing plan. He also knew he had to make the most of the engaged email readers he already had. Now he wanted to find a way to make all his communication methods work well together. The launch night needed to be big to ensure they secured a permanent location for the bar so growing his audience for promotion was key.

Tristan wanted to increase his audience and then send regular communication to them by SMS and email in the weeks leading up to the launch night so to start he set-up a text

Text Nan + your email to 82228 for the password! x

241 teapots of cocktails this Friday 6-8pm xxx



Tristan promoted the text keyword all over his social media sites and encouraged customers to text in with their details in exchange for a password for a candy shot at the launch. The password was sent out automatically via text auto-reply.

In addition to collecting contacts by text, Tristan set-up a competition with Constant Contact which captured even more data and offered customers to 'Win a night on Nan'

As customers started to text in to the keyword and sign-up to the competition, Tristan's SMS and email lists were growing. He set up regular SMS campaigns to his new mobile contacts and designed awesome emails to send out in the lead up to launch weekend.

With all his data coming in, Tristan started to build excitement with weekly updates on the launch by SMS and email to encourage people to reserve their tables.

“ Little Nan’s Bar is usually in secret speak easy locations, I am constantly thinking of new ways to promote the business to new customers whilst reminding existing customers that we are here. With lots of new businesses opening up all the time, and loads of opening for people to attend, I found the integration between FireText and Constant Contact a great help in reminding our existing customers that we are here and about to open up a new location whilst the Text Nan campaign gave new customers a sense of belonging in the Little Nan’s family. ”

### What happened?

Over the opening weekend, more than 200 people visited Little Nan’s Tropical Den, what’s more he now he has loads of eager customers subscribed to his updates for future marketing.

Increased email subscribers by

**19%**

Increased SMS database by

**31%**

Improved email campaign click through rate to an average of

**10%**

OVER

**200**

guests visited over the launch weekend

OVER

**100**

candy shots claimed

**82** NEW

Facebook likes

**213 ENTRIES**

to ‘Win a night on Nan’ competition

**Permanent location secured**



# Where to advertise your keyword

If the question is where should you advertise your text keyword? The answer is definitely – everywhere!

Of course, the more places you promote your key word, the more it will be seen. Below are some ideas you can use, but the possibilities are endless.

**Print Adverts & Flyers** – if you're already advertising, an SMS campaign will complement this. You already advertise your contact number and email address, simply add your keyword and wait for the text subscribers to start flooding in!

**Radio/TV adverts** – most people have their phones within arms-reach 24/7, however, if an advert is only 20 seconds long you don't always have time to take down the number or web address from TV/radio adverts. Offering text as a call to action gives

**Menu** – probably the most read literature in your establishment. Customers spend a lot of time reading and re-reading your menu before deciding what to go for. Add your keyword and encourage them to sign up to receive further offers.

**Shop Window** – you're not open and there's nobody to answer the phone. Offer your keyword as an alternative way to get in touch. You can set up an auto reply to let them know their enquiry will be answered shortly providing them with an instant response.

**Website / Social Media** – encourage your online audience to sign up to your subscriber list allowing you to contact them in an instant.

**Business Cards / Email Signature** – provide a simple and instant alternative for customers to

get in touch, SMS is still the most popular form of communication in the UK, let's make sure we're using it!

**Company Vehicles** – they are usually on the move so it can be difficult to take down details as they drive past. A keyword and memorable short code like 82228 are much easier to remember than a full mobile number.

Text MOBILE followed by your email address to 82228 to receive exclusive offers and updates!

**Receipts** – print your keyword on the back of till receipts, not only does every customer take one away with them but they usually hang around as well!

**Event Stands** – an event is a great place to network with existing and potential customers and sign them up to your subscriber list. Traditionally it's been done manually with customers writing their email address down and then finding the time to copy these into your system (if you can read the handwriting!) Ask them to text their email address to your keyword whilst you chat instantly adding them to your database.

Once you've decided where to advertise your keyword, make sure you give your audience a clear call to action and reason join your list.

# How to make the most of the integration





# Let's chat

Say hello to the team at FireText or Constant Contact and start joining up your marketing today.

If you want to sign-up or discuss ideas, you can reach the teams to start chatting.

## Constant Contact

[www.constantcontact.co.uk](http://www.constantcontact.co.uk)

0800 141 3172



## FireText

[hello@firetext.co.uk](mailto:hello@firetext.co.uk)

0800 038 55 22



Or simply text **MOBILE** followed by your email address to **82228**.