



SMS MARKETING GUIDE

Everything you need to know to fill job vacancies and communicate with applicants using SMS.

No magic. Just tips, ideas and success stories.

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 ensure you have mobile included in your marketing mix.

From checking your bank balance or shopping to searching for the best restaurant to eat in. Our mobile phones are now the source of all information and PCs are becoming less and less important. In fact, mobile internet browsing overtook desktop in 2014 meaning mobile marketing is more important than ever.

FireText is a UK-based team of developers, problem solvers, marketers, tinkerers, all working around the clock to offer the most powerful text marketing platform...for you!

Whether you're brand new to SMS marketing or a texting pro, we offer outstanding support and advice to guide you through your campaign.

We are currently working with recruitment agencies large and small, across the UK and have partnerships with recruitment software providers such as Itris and RDB ProNet. So, if you're looking for a cost-effect solution to communicate with clients and applicants and fill vacancies fast, you've found it.

How many text messages do you receive that you don't open?

Read on for:

- How to make SMS marketing work
- 6 Ways SMS can help fill vacancies fast
- Success Story: Communicate and engage with job hunters using SMS
- Success Story: Integrate SMS with your existing software

The FireText Team

The Stats



91%

of mobile phone owners use their device for SMS

You know you're communicating with customers in a way they know and love.

Smart Insights, 2013

98%

of SMS messages are opened

You can guarantee your message will be opened and read.

Frost & Sullivan, 2011

94%

of SMS are read within 5 minutes of being received

Perfect for time bound campaigns!

Ofcom, 2012

OVER **62%**

of UK adults own a smartphone

And growing...enrich your messages with URL links to online content.

ComScore, 2013

75%

of smartphone users like to receive offers by SMS

Give your customers what they want.

YouGovPLC, 2010

81%

of adults keep their mobile switched on 24/7

Send your campaign with confidence that it will be seen.

Media Ofcom, 2011

SMS Marketing – how to make it work

SMS marketing is fast, cost-effective and personal – it's no wonder it's becoming increasingly popular with businesses of all sizes, but it's important to use it well.

It's easy and convenient to use your mobile phone for everything you used to use your PC for i.e. email and browsing and with the number of smartphone users increasing this trend is set to continue. Consumers, however are used to receiving email marketing and are becoming immune to it, there is no need to read them straight away and therefore they don't prompt an instant response, if at all.

With a 98% open rate, SMS is clearly the most reliable way to ensure your message gets seen on a mobile device. You can be personal and straight to the point in a text message, everyone knows how to read and reply to them and they don't take up too much of their time.

When you send an SMS, you're delivering a message straight to the customer's pocket. Knowing that over 94% of text messages are read within 5 seconds of being received, if you need an instant response you can rely on SMS to deliver.

You need to ensure your customers want to receive the messages; if you send an unwanted text you will do your business more harm than good. You can contact customers you've interacted with previously or let your customers opt-in to your mailing list to ensure good quality data – give your customers a reason to opt in – e.g. to receive special offers or join a 'VIP club'.

Likewise, always provide an opt-out. It may hurt your pride if someone decides they'd no longer like to receive your offers, but it will hurt your reputation more if you don't give customers the option. Don't focus on the opt-outs, put your energy into providing irresistible offers to the customers who do want to hear from you.

Later in this guide, we'll give you some examples on how to use SMS to improve communication and fill vacancies.

At just 160 characters, SMS may be small but is certainly powerful and a versatile tool for every business.

Who's using SMS marketing?

“SMS is so simple and easy to use yet so effective in communicating with our audience....brilliant!”

GRAD CORNWALL

Sam Tilley
GradCornwall



Karen Hill
Diamond Recruitment
Group

“We can now stay in touch with all our candidates at the click of a button, with confidence that they've got the message”

“Our dealings with Fire Text from the start couldn't have been better. They were very professional and helpful on the phone. We shopped around first and of all the competitors FireText really stood out for us. They were also a very good price!!”



Sharon McGovern
Edwards & Pearce



Jonathan Nish
Partner Sable
Accountants Group

“Communicating with our customers is key to our business – and we use FireText to help us with that. Their customer and technical support is absolutely fantastic, and I'd recommend them to any business looking to use SMS.”

6 ways SMS can help fill vacancies fast

As a busy recruitment specialist, you probably spend lots of time on the phone to candidates updating them on their application and reminding them about interview details.

If you have to do this for every candidate (and every vacancy) this can end up taking over your day! SMS messages can dramatically increase the speed that vacancies are filled by communicating with all candidates at once, without losing that personal touch; saving you money, resources and most importantly – precious time.

1 Be discreet

Lots of candidates are already in employment when looking for a new job. By sending an SMS message instead of calling them, you're updating them instantly whilst also keeping it discreet and not interfering with their working day. If you need to arrange an interview time or talk about their application, they can call back when it's convenient to talk

Hello Holly, we've got some great news about your application! Give us a call when it's convenient to arrange an interview time. Thanks, Recruitment Team

2 Update on application

Notifying and updating candidates of any changes to their application via SMS not only keeps them in the loop but is effortless for busy recruitment consultants and takes no longer than sending a message from your own phone!

Hello Holly, we've received your application for job ref: 5436 and are pleased to confirm an interview at 10am on Wednesday. Good luck!

3 Reach all candidates at once

Save time by using our personalisation tool and rather than sending a message to each candidate; reach out to all of them, in an instant with one message – individually personalised for each candidate. Upload contacts with first names, surnames and mobile number as well as three additional custom fields e.g. job reference or interview time.

Continued overleaf...

Hello Holly, just checking in to let you know the applications are being reviewed today, we'll let you know as soon as we hear any news!

4 Confirm appointments

A confirmation message or gentle reminder of appointment details is really handy for candidates, especially when it's instantly available in their pocket. Add a link to the company website or direction details to ensure candidates have all the information they need at their fingertips.

Good luck with your interview on Wednesday at 10am. For more details on the company and directions to the office: www.dreamjob.com. Speak soon! Recruitment Team

5 Target industry groups

Contact groups of candidates with new job vacancies to generate some interest, split contacts up by industry to ensure you only target candidates interested in the job vacancy and let them get in touch if they are interested.

Hello Holly, we have an exciting 30k job in the marketing sector, based in London. If you're interested you can simply reply to this text or call 01326 620 000

6 Generate interest with keywords

Set-up multiple keywords on you dedicated reply number or our shared shortcode and encourage people to text in with their interest. Advertise the keywords in your office window, your website or in print adverts providing candidates with a quick and easy way to show their interest.

Text APPLY to 82228 to show interest in this position.

Take this one step further and set up an auto-reply so that anyone texting in can be sure their enquiry has been received – you can even add a link into the auto-reply to enable candidates to apply instantly!

Adding SMS to your communications toolkit will not only save you time, keep

Thanks for your interest in our marketing vacancy, to see the full job description and application details click here: www.recruitment.com/application

Communicate and engage with job hunters using SMS

We caught up with the busy recruiters at Grad Cornwall this week to find out how they are using SMS to fill vacancies and stay in touch with applicants.

The Objective

- Fill graduate vacancies throughout Cornwall
- Update applicants on the status of their application in real-time

The Plan

GradCornwall is a one-stop-shop for advertising and applying for graduate level jobs and careers in Cornwall, it is used regularly by employers and job-hunters alike. With increasing interest, the busy recruitment team were looking for a cost-effective and time-efficient way to keep in touch with graduates and provide regular updates on the status of their application whilst maintaining a personal level of service.

Sam from GradCornwall wanted a platform that would provide both automatically triggered messages to individuals on the status of their application as well as targeted group campaigns and her initial thought was to use email.

Sam thought about the job-hunting process and felt that email inboxes are saturated with updates and job alerts and then thought of trying SMS. This would make her alerts stand out whilst using a personal and relevant communication tool to her audience.

The FireText technical team helped GradCornwall's web-developers with a simple bit of software that integrates into their job platform and triggers an SMS every time the status of an application changes.

This means Sam is still able to keep candidates and employers in the loop without making any phone calls, saving her valuable time.

In addition to this, Sam can login to the FireText platform and send bulk campaigns to job-hunters updating them of new positions and training courses to help with their job search!

The Message

Hi {{firstname}},
want to be a Graduate
Management Trainee for
Enterprise Rent-A-Car?

Apply now <http://fts.ms/>
or visit [GradCornwall](http://www.gradcornwall.co.uk) for
more details

Last few spaces available for
life changing course to kick
start your graduate career.
<http://fts.ms/> Follow the link!

Your vacancy has closed
today. Visit [http://www.
gradcornwall.co.uk](http://www.gradcornwall.co.uk) to view
and shortlist your candidates

The Results

“SMS is so simple and easy to use yet so effective in communicating with our audience....brilliant!”

Integrate SMS with your existing software

We had a chat with Karen Hill from Diamond Recruitment Group who is staying up to date with candidates using SMS. She explains how FireText's integration with Itris makes it easy to send messages. to candidates from within their existing software.

The Objective

Stay in touch with candidates
Provide instant reminders to casual workers

The Plan

Diamond Recruitment Group is a leading Recruitment Agency in Northern Ireland. With offices throughout Northern Ireland, they specialise in helping people find jobs in Belfast and all over the UK. The friendly team at Diamond Recruitment Group focus in connecting job seekers with the perfect contract, temporary or permanent recruitment opportunity to suit their experience and skill set.

With a number of clients looking for both temporary and permanent jobs, the team at Diamond were looking for a solution to stay in touch and send timely reminders in a way that was both time-efficient for their team and accessible and useful for the candidates.

Karen is the Systems Administrator at Diamond and works closely with the team at Itris who provide their recruitment software. With so many candidates to manage, calling each one would not only be time consuming, but was also not always convenient for job-seekers to take the call.

After looking into her communication options she found that Itris had an integration with FireText and this would enable her team to send SMS messages to their contacts from within their existing recruitment software. Not only could she guarantee that the messages were getting through to the candidates, but she knows that the nature of SMS would also mean important job alerts would be picked up instantly.

The integration was set up in a few hours and Karen was able to start sending SMS messages to both individuals and groups all from within their current software platform.

Continued overleaf...

The Message

Hi Dan, I have rearranged your interview for tomorrow at 2pm can you confirm you will be attending Thanks Julie @ Diamond 028 90 558000

Hi, we've got a shift for you tomorrow at 6am in Riblets, bus leaves at 4:15am. Thanks Diamond

The Results

Karen explains how the introduction of SMS as a communication tool has helped them keep candidates up to date with jobs and saved the time.

“ We can now stay in touch with all our candidates at the click of a button, with confidence that they've got the message. Our team here are really busy so learning a new piece of software was out of the question – the Itris integration allowed us to add SMS to our communication really simply. We're seeing great results but with little effort from us. ”

We integrate nicely with others

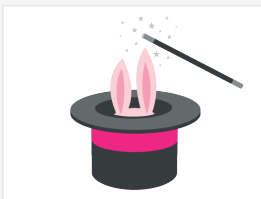


Last Word...

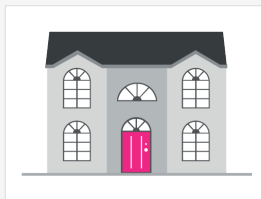
If you're looking for a way to communicate and engage with customers old and new then you've found it. SMS is simple, fast and gets results by improving customer service and increasing business.

In this guide, we've explored some great uses of SMS for recruitment to get you thinking; these are by no means definitive so please get in touch to discuss how SMS can work for you.

Easy online SMS marketing for every type of business...



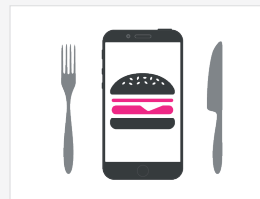
Recruitment Agencies



Estate Agents



Retail Shops



Restaurants



Hotels & Guest Houses

You're in great company...



Let's chat

Don't worry if you still have some questions; at FireText we're always talking SMS.

We'd love to talk to you. You can get in touch on:

Text us

HELLO to 82228

Talk to us

0800 038 55 22

Visit us

firetext.co.uk

Write to us

hello@firetext.co.uk

Join the conversation

