

SMS Consultation Follow-Up

Welcome back! Today's idea is using SMS, or text messaging, to follow up with your clients or customers.

Now if you haven't utilized texting as a medium yet, you're probably wondering why you should. After all, what's wrong with the email messaging I've been using up until now?

The short answer is that there isn't. In fact, email marketing is a proven successful medium in which you should continue to utilize. But, a large demographic of consumers have started to view their personal email as a place to store their junk mail. Show your clients that you are keeping up with the technology by sending updates, reminders, and promotions via text.

Nowadays everyone keeps their mobile device on hand wherever they go. And while your mobile device can handle your email as well as text messages, nearly every SMS sent is opened and read, whereas only a fraction of emails sent are read. That directly correlates to SMS having an incredibly high rate of subscriber action. Whatever your SMS is – promotions, reminders or contests – there is more action taken than any other strategy. It also doesn't hurt that SMS doesn't have to battle against spam or other email filters, meaning more of your messages get to your intended target.

With PlusThis, you can set up SMS Sequences to automate a series of messages sent straight to your client's pockets. This way you're able to find out if they will be attending your conference or webinar, discover which products they're most interested, or collect feedback on how you're doing.

So let's say I ran a candy shop. I could have an advertisement that says "text in the word candy to get 10% off your next order". When they text me, not only do they automatically opt in for further communication, but I can now trigger our SMS Sequences to start collecting more data from them.

After they text in, my next text could ask them what their favorite type of candy is, in order to engage with them further, and gather data about which candy I should be investing more resources into.

Then no matter what they reply back with, we can have our SMS Sequence send a message to thank them and send them a coupon code for 10% off, wrapping up the sequence.

Since mobile phones and text messaging especially, are the way that people communicate now, stay ahead of the curve with SMS sequences, and give your company a head start.

To learn more on how to set up SMS Sequences with PlusThis, follow the link next to this video to visit our support center.