

The Value of Text Message Marketing

with Aaron Weiche, Co-Founder and CEO at Leadferno



- It is a channel that is regularly used by most people.
 - The beauty of text messaging is that most everyone knows how to and regularly uses text messaging.
 - There is SO much technology out there and it can be frustrating to try and navigate the "latest thing" regardless of your age and how tech savvy you are. The fatigue of "another one!?" is real.
 - Text messaging on the other hand is something that people are used to. And I would say that it doesn't feel as invasive as it may once have so the timing of putting this tool into place is good.
- It is not a channel that you must respond to immediately.
 - One of the reasons chat bots fail, is because the response time is too overwhelming for the company so they put stock answers together (at best) or take too long to respond (at worst), either way turning off the consumer. With text messaging, you have more breathing room, because one of the social practices is that you no longer have to respond immediately.
 - At this point in time, people are more patient with text responses allowing for flexibility of the receivers end.
 - On the other side, there is a "too long" to respond, we are not saying you can take days to get back to people.
- It allows for proactive, but non-invasive reminders and value-adds.
 - For example, a text from Crate and Barrel that announces a sale, you have a new patio at your home, and rewards to use feels like help and not an annoyance. It isn't invasive to your day, but a good reminder.
 - This is also a good place to ask for reviews on how you did. The amount of "how did we do" emails we all receive is overwhelming. On the contrary, a very tech-savvy medical professional can ask for a review and with one click you are able to give one.
 - A text feels a lot less "heavy" on all fronts. Because after all, it is just a text!
- There is a first-mover advantage.
 - Getting an unexpected text message vs. the plethora of emails asking for reviews is a tremendous first-,move advantage and for some fields it is complete white space. If you are brave enough to take the leap, we will be so bold as to say you WILL see results.
 - While this may seem daunting, we go back to the point about it being a channel that most people are fluent in.

Areas to address immediately are:

1. _____
2. _____
3. _____

Action Plan:

Action	Timing	Progress	Complete