

Who Texts? Why Use it for Marketing?

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Mobile Marketing - Pioneer Land on all fronts!

Let's take a look at age groups...

Teens and 20's-- They're absolutely smart phone centric, preferring their cell phones to access content on-the-go. Email is for work, accessed once a day, maybe.

30's,40's,50's -- They are beginning to rely on texting to reach anyone in their teens and 20's without waiting. And they're starting to appreciate the immediacy of text.

60's and 70's -- They think texting and smartphones are an invasion of privacy! Facebook is the devil!

Given that texting didn't exist in 2000, where will we be 5 years from now? All those age groups will move up a notch.



So let's go thru some uses for text marketing, and how it works.

1) You go to an event and hand someone your card. It has your regular info, and ALSO:

text RDreyfuss to 22878. When a prospective client does that, his phone returns a miniwebs with info just about YOU, not your company site.



2) Promotions, discounts and alerts. The shoppers out there are alwa motivated. Text DISCOUNT to 22878 to receive instant alerts on pr discounts!

3) Event Registration or Email Collection - Your company hosts an event and you'd like to enroll new attendees for your group! Tell the to text SIGNUP to 22878 and they will be asked for their email address to receive future invitations.

4) You have an office where people actually walk in, or you have products in a store. There is a card on the desk or product that says: Text Product to 22878 for more information about this product or service... then when they text, a miniwebsite comes up with bullet points about the particular product or service.

A hotel, for example could tell customers about the evening menu at breakfast - text HOTELMENU to 22878, and a miniwebsite pops up with tonite's menu - it immediate, and more easily accessed from a phone than a full website.



They're all great uses for Text Marketing, but #4, with the ability to create targeted smartphone

websites for all kinds of specific uses, is the most exciting to me!

I'm off and running on text marketing... I'll report back after 3 months, I promise! Robin

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Webmarketid.com is an internet marketing firm. Robin Dreyfuss, the owner, spends a lot of time keeping at the edge of the internet marketing world. This blog is designed **to share insights and trends that I see as important enough to share...with you.**

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