

# Make Marketing Better With Text Messaging



## Do You Use?...



### Print Ads

Print ads make an impression, but Street Savings text messages put your advertising message right on your customers' mobile phones. Add your 'text to join' code to your print advertising campaigns. Customers opt-in and you are guaranteed an impression.



### Paper Coupons

Consumers redeem text message coupons 10 times more often than paper coupons. They never lose them either! Unlike paper coupons, you can track text message campaign success using your credit card terminal or POS too.



### Email

Email open rates average only 17%. Text message open rates are closer to 100% and texts are read within minutes. Convert interested email contacts to your mobile program!



### Groupon

Groupon is great for bringing new customers in. Text messages give you a way to keep marketing to those new customers long after they redeem their group deal.



### Facebook

"Likes" are gold. Add them to your mobile program too with a 'text to join' message or a link to your mobile sign-up page. You can track your text message campaign success and modify further to drive more sales.



### Twitter

Texting is more popular than tweeting. 2.7 billion text messages are sent every day in the U.S.! Unlike Tweets, texts always reach your target. Tweet a 'text to join' invitation or a link to your mobile sign up page. Encourage "followers" to opt-in and can track exactly how many sales were driven by your text message offer.



### Google

Use the power of Google Search and Google Places to add more sign ups to your mobile club. Include your 'text to join' call-to- action in search results that market your business.

## Text Message vs. Other Marketing

- Lower cost per impression
- Higher open rates
- Increased redemption
- Easier to track

"Street Savings provides me with a simple and user friendly platform for mobile messaging. Several campaigns have resulted in thousands of dollars of incremental revenue. It's been a great addition to our marketing program!"

Joe Shaw, Marketing Director, **Jakes Hamburgers**



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