

Text Message Marketing for SMB Owners

91% of text messages
are opened in the first
3 minutes.



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Introduction



Why Text Message Marketing?

Why texting?

If you're an efficient person like me, text messaging is the way to go. With an incredibly high delivery and open rate, there's no better option than sending a message via SMS.

Take a look at these statistics:

- Coupons delivered via SMS have **10x** higher redemption rate over traditional printed coupons.
- Text messages can be **8x** more effective at engaging customers.
- An estimated 50% of consumers in the U.S. make a purchase after receiving marketing via SMS.
- The open rate of SMS is 98% compared to just 22% on email

Don't fall behind.

In recent studies, it was found that 31% of consumers receive up to 5 messages per month from different companies they visit. In addition, close to 23% of customers say they get more than 20 messages per month. This shows you how SMS marketing is growing.

Opt-In Marketing

marketing is that it's an opt-in channel. What does this mean? This means, if done properly, that the individuals in your program want to receive the marketing and/or promotions you're sending. In turn, text message marketing has a much higher interaction rate than other channels.

**SMS: 98% Open
Rate**

**Email: 22% Open
Rate**



Ask for Permission

Opt-In Is The Way To Go?

As mentioned before, all text message marketing campaigns require the customer to opt-in. An opt-in can happen in a number of different ways. The first is by the customer texting a unique keyword. The second is opt-in through an online form. The last is the customer entering their phone number on a device during checkout.

Since text message marketing is 'permission-based', it's assumed that the individuals involved have a good standing relationship with the company and are interested in its products or services. Therefore, opt-in marketing is not 'spammy'. As you know, acquiring new customers is typically about 4-10 times more expensive than keeping existing ones. So why not market to your existing customers in a way that will not scare them off?

In addition, your competitors are constantly vying for your current customers' attention. If you neglect them, they'll eventually try out a different 'flavor' and who knows? They might like it!

**Acquiring New Customers
Is 4 to 10 Times More
Expensive Than Keeping
Existing Ones.**



Loyalty



Why a Loyalty Card Isn't Enough To Keep Customers Loyal

Keeping customers loyal and coming back for more is the key to maintaining a profit, but simply rolling out a loyalty card isn't enough to achieve this, especially in today's age. Unfortunately, the issue with most loyalty programs is that they offer more value to the company providing them in terms of the data they harvest than they do to their actual users. On the contrary, you need to actually reward your customers for their loyalty.

Why Repeat Customers are Vital for Local Businesses

Marketing and promoting your products or services is one of the most important parts of running a local business. However, it is also one that can take up a lot of your time and money. Fortunately, you can keep your marketing spend manageable and reduce the time you spend on marketing by hanging on to the customers that you win.

If your customers don't keep coming back, you have to keep starting from scratch in terms of targeting and winning new ones. You will eventually run out of new local customers to reach.

Repeat customers **spend more money, have higher conversion rates, and shop more often.** In addition, they generate an effective form of organic word-of-mouth advertising by telling others about your service and why they use it.



Tactics



A list of common customer tactics that you can use for your business

When you understand the value of incentivizing repeat customers to come back to your business, the next step is to find ways to win and keep their loyalty. Here are some common customer loyalty tactics that you can use to achieve this.

- Invest in your staff. One of the most important – but commonly overlooked – keys to customer loyalty is investing in your staff. By doing so, they will better serve your customers. If your staff isn't happy, well-trained and enthusiastic about your business, they will not deliver the excellent level of service that you hope to provide.
- Offer great customer service and resolve any problems quickly and effectively.
- Go the extra mile and personalise the customer experience.
- Consider integrating smart signup loyalty cards and similar discounts – such as “buy five coffees, get the sixth one free.”
- Be consistent, so that your customers gain familiarity with your brand and know what to expect from you. For instance, don't keep changing your opening hours without good reason or close early when things are quiet. Customers will not return to a business if they cannot be sure that you'll be open or available when they expect you to be.
- Invite feedback and input from your customers to make them feel valued and important.
- Keep your regular customers informed about new products, offers and developments, but don't bombard them with 'spammy' messages.



Technology

How technology is supercharging customer loyalty

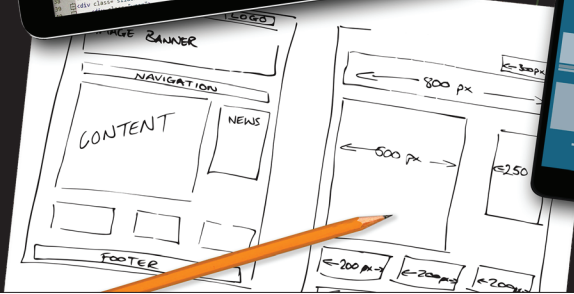
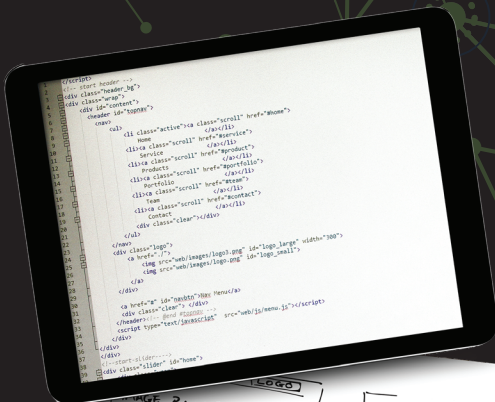


Technology is changing the face of customer loyalty from the top down. As a result, even small, local businesses that have been established for decades must keep up with changing consumer behavior to remain competitive. If all of your competitors are integrating the relevant technology – such as offering an option to order ahead for immediate collection – and you aren't, your customers will go elsewhere.

Near-field communications tech is the latest growth area that savvy local businesses are integrating into their customer loyalty collateral to streamline the customer experience and keep customers coming back. The days of the cash-only business are truly behind us. If you don't accept contactless and mobile payment options (even for low-cost transactions), you're will be left behind.

You can also leverage new advancements in mobile advertising technology to send push notifications to the cell phones of nearby customers. Built-in 'beacons' can deliver customers unique offers, promotions or discounts – or just say a friendly hello – as they walk on by. This will create recognition and remind you best customers that you're always on hand to help. It's a great way to drive foot traffic to brick and mortar stores that want to increase profits.

Integrating smart tech that performs well might give you an edge today, but it is already fast becoming simply what customers expect, not something new and fresh. If you can stand out from the crowd by taking an adaptive, proactive and modern approach to customer loyalty, you'll make the most of these new opportunities.



Thanks For Reading!

Don't worry. We've got you covered.

Committed to offering transparency in an industry that will nickel and dime you, we, at **TAPLocal**, offer subscription-based credit card processing to our merchants. Our rates start at 2.55% which is well below the industry average of 2.75%. However, you can drive your rate down to 2% by bundling our marketing products with your payment processing. We'll even throw in a free Clover payments device and 100 custom gift cards.

We focus on the how so you can focus on the now!



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