



160 Characters or Less: How to Increase Customer Loyalty, Drive Sales and Win with Text Message Marketing

By Judd Wheeler

Createspace, United States, 2014. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.What can you do with 160 characters? Plenty. Build loyalty Increase revenue Hold contests Communicate 1-on-1 with customers Send reminders Get alerted when your cow Bessie is pregnant Tell someone you love them Text message marketing is part of the exploding marketing channel otherwise known as mobile marketing. With over 100 penetration of mobile phones in the United States (around 80 of them text message subscribers) and over 60 of them with smartphones, mobile initiatives are key to the future of business. The personal level of access to your customers and employees via mobile trumps all other forms of marketing, including social media. How can you reach your customers in and around your location? How can you reach your customers, even in the bathroom? 75 percent of Americans bring their phones to the bathroom. This book helps you make the decisions on how to get started using text message marketing for your business, how to get the most out of your campaign, SMS best practices, how to use metrics to improve your campaign and what the numbers mean...



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