

Everyone on your text list is there because they have consciously made a decision to opt in to your list.

These people will be much more open to your offers and messages because they have actually requested that type of information. You are basically building a list of people you can text message who are already warm leads. You won't be interrupting and annoying these people either because they have given you permission to market to them. If they ever tire of your offers, they can simply text "End" or "Stop" to remove themselves from your text list.

There is no wasted cost because you will only be sending text offers to people who have already proven to be interested in your offers. Imagine how much money you would save if you could ensure only interested leads got your direct mail campaigns, or saw your flyers.

KEEP YOUR OFFER/SERVICE FRESH IN CUSTOMERS MIND

Text message marketing is a great way for you to keep your offer or service fresh in the minds of the consumer. People often have their cell phones on them, and they check them quite often. It never hurts to remind people you exist. For example if you are a restaurant and you send out a text that reaches 100s of people, even if only a couple of them are hungry you could drive sales instantly, and get a nice healthy return on your investment.

CELLPHONE USE/AVAILABILITY