



Guide to Setting Up SMS-Response Campaigns

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Outcome Sought	Ad Creative	TXT2GET Set-up	Comment
Call advertiser	"To order, call 1800... or TXT keyword to 193333 "	Set up the 'keyword' on shortcode 193333, with an automated SMS Campaign reply such as: "Thanks 4 your interest in 'keyword' - we will call u shortly re your order. See www.... or ph 1300/1800... in the meantime."	An incremental number of people will SMS. The client monitors the TXT2GET reports and then has his/her call centre or sales staff call back to take the order. The TXT wording prepares consumers for the call back so they expect it. This all takes the peak off call centre activity and means staff can call out when not taking calls in - increasing productivity, call quality and supporting 24/7 advertising. NB. If clients need to check TXT2GET's reporting in real-time, they should set up campaigns under their own login/account, as they will not be allowed to share your login.
Get info out or go to web site	"For more information go to www... or TXT keyword to 193333 ."	Set up the 'keyword' on shortcode 193333, with an automated Email Campaign reply SMS such as: "Thanks 4 your interest in 'keyword' See www.... or reply with your email address for more info." Then set up the email content.	You could also add "- we will call u shortly re your order" if you wanted to combine the ability to call back, as well as distribute more info. On average 70% of people will provide their email address (it depends on how much they want the info) You can increase the % of email addresses provided by asking in the ad for consumers to "TXT 'keyword' and your email address to 193333 for more info". However, this extra step will mean slightly fewer people will TXT than if they have to send the 'keyword' alone.
Distribute business cards, vouchers, store locations & contact details	"For locations and contact details, just TXT keyword to 193333 ."	Set up the 'keyword' with a 'SMS Campaign' response, such as: "Tks 4 txting Acme. Get 20% off this mth by showing this TXT msg. Go 2 www... or 123 George st, CBD Open 9-6 & 9-12 Sat"	The content of the SMS message can vary depending on the retail channels available. Texting is also a logical bridge between traditional media advertising and mobile internet sites. (eg. .mobi sites built for mobiles) This is because URL's are automatically linked in SMS messages, so people can click them to open the mobile internet site on their phone. Faster telco networks and more smart phones are supporting this trend.
Send free samples	"For a free sample, TXT keyword then your name & address to 193333 "	Set up the 'keyword' on a SMS campaign and use the reply SMS to confirm the sample & when it will arrive. Provide further info and www address on the product. The texter's name and address will appear in the 'Comments' column on the Reports.	You can also set this up as an 'Email Campaign' in TXT2GET if you want to email more info on the product people are sampling. Just select 'Email Campaign' when setting up, and use the reply SMS to ask for the consumer to reply with their email address. When they do, the system will automatically send the email the client set up in txt2get.com.au.
Build TXT, Email or Postal subscriber database	"TXT keyword to 193333 for TXT updates" Or "TXT keyword and your email address to 193333 to subscribe."	Set up the 'keyword' on a SMS campaign and use the SMS reply to confirm back to people that they have subscribed, and to further promote the product/ service with www site etc.	See above for how to also send out further info on the product/service via email.