



# The EZ Texting Agency Playbook

*Agencies Guide  
to Text Marketing*



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## Introduction

Text messaging is not only ingrained in the way consumers communicate with one another, but it is also increasingly consumers' preference for communicating with a business. Given the fact that it's become an everyday habit, it makes sense to incorporate text communication into your brand's marketing strategy. SMS alone can be a successful tool for your agency, but using it in partnership with other outreach can grow your ROI tremendously.

In this guide we'll walk you through how you can engage and interact with customers through a new channel to help you drive more business for your agency and the brands you represent.

# Why Text Communication Works

We've helped more than 160,000 businesses leverage the power of text marketing to build more personalized, targeted, and engaging communications with prospects and customers alike. Text communication is one of the most cost-effective and value-driven ways to create compelling marketing campaigns, promote products and services, and build customer loyalty programs.

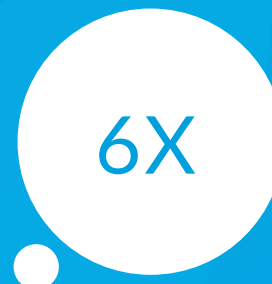
Our internal study confirms that 100% of text messages are read by recipients. Furthermore, 90% of texts are read within the first thirty minutes. Compare that with the average open rate of email (17.92%<sup>1</sup>) and you can see why marketers are incorporating mass messaging into their marketing strategies. Bottom line, texts are 134% more likely to be read than email messages.



100% of consumers read their incoming text messages



90% of texts are read within thirty minutes of being received



Text garners six times the engagement of email



Receiving a response via text is 4.5 times more likely than with email

# What Is Text Marketing?

Before we dive into texting strategies for your agency, let's take a look at text communication as a whole. Text marketing utilizes two distinct types of messaging:

## Short Message Service (SMS)

The biggest benefit of SMS marketing is its accessibility. Pew research shows that 95% of Americans own a cellphone and 77% own a smartphone. That said, text messaging is the easiest and most effective way to get in touch. SMS provides short snippets of digestible information containing 160 characters or less.

## Multimedia Message Service (MMS)

In addition to SMS, MMS messaging includes photos, videos, and audio files. Most MMS messages can contain up to 500 kilobytes of data, or enough for a 30-second audio or video clip. MMS allows you to deliver engaging content to help bring more attention to your campaign.

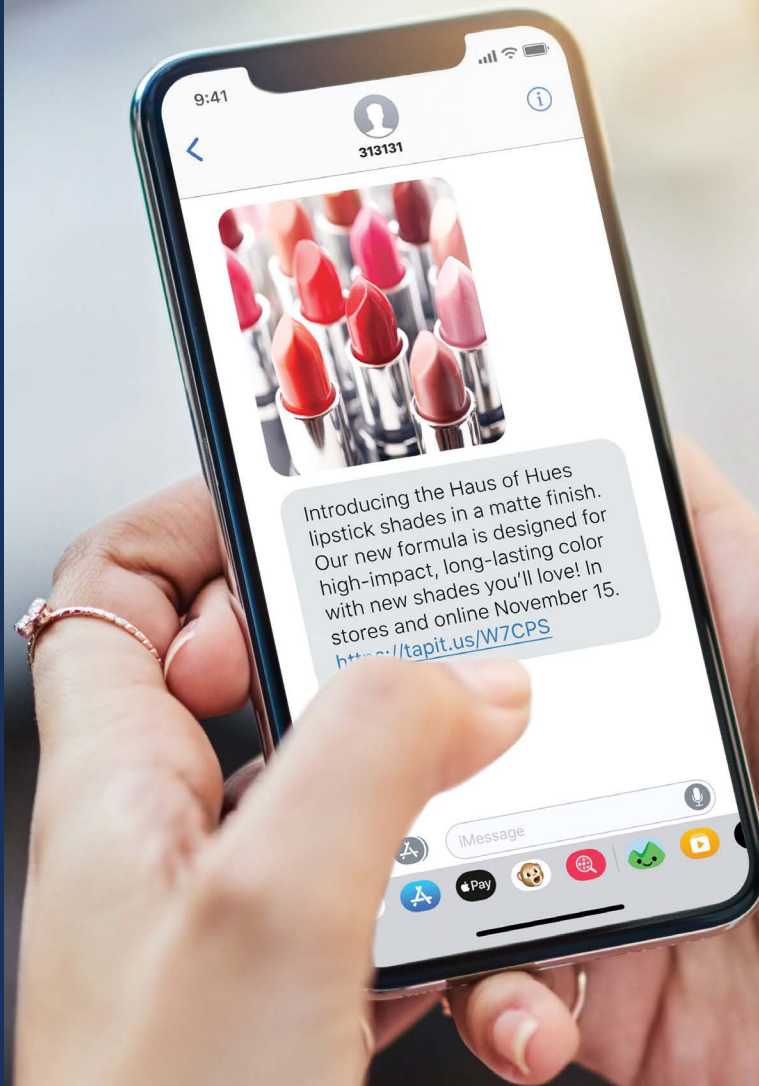


# 9 Text Message Marketing Plays for Agencies



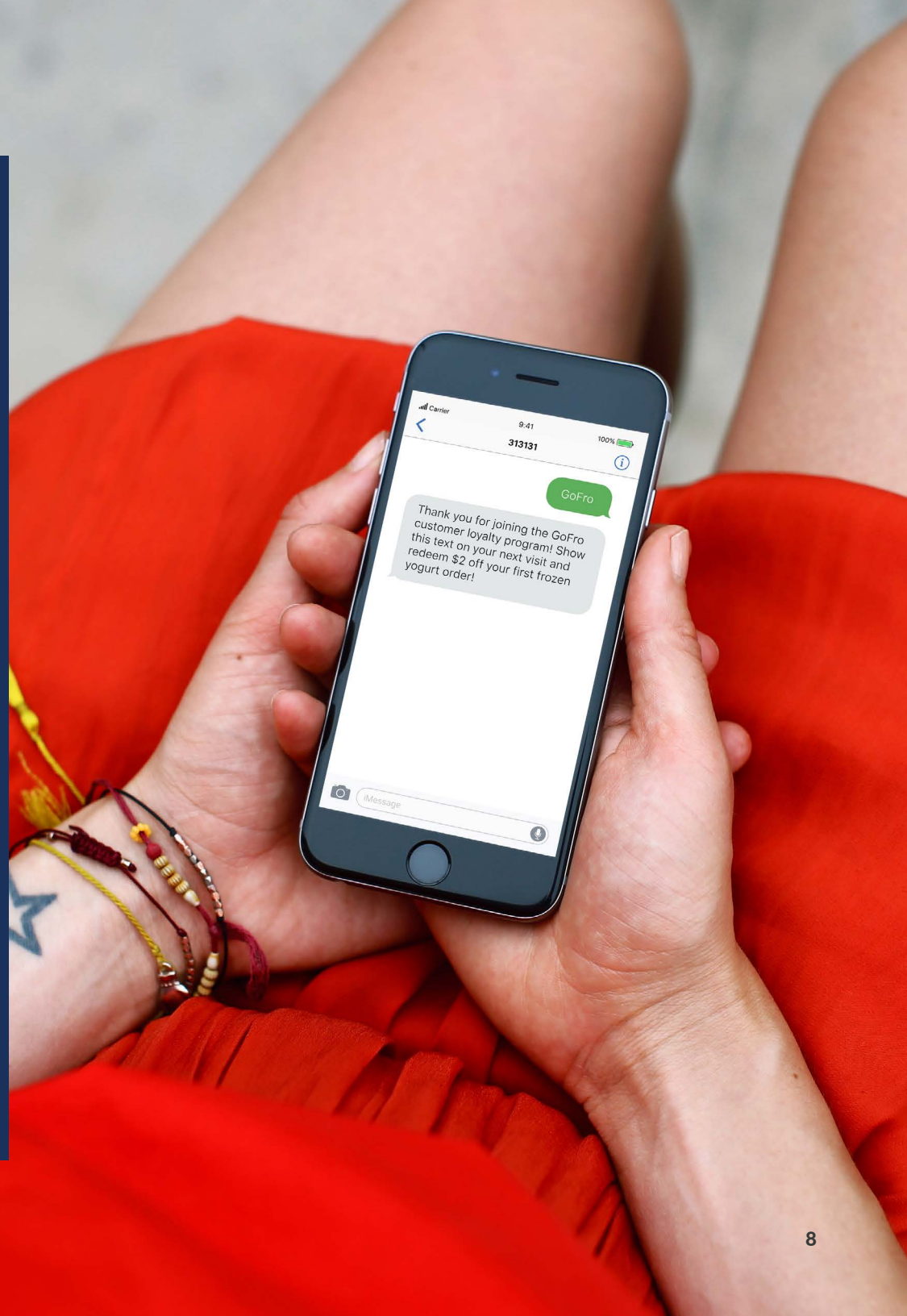
# 1 *New Products Announcements*

Texting has an unbeatable open rate of 100%, making it the most effective way to create advocacy for the brands you represent. Using text marketing to send new product announcements that build awareness can help drive additional sales. Connect and engage with customers on the medium they use the most.



## 2 Customer Loyalty Programs

Texting a keyword to a six-digit shortcode is the easiest way for your customers to consent to receive mobile messages from your brand. Create customer loyalty campaigns and incentivize customers to sign up for mobile messages with a promotion or coupon. Advertise your loyalty program in email campaigns, company websites, receipts, and social media platforms. You'll see your subscriber list grow in no time!





### 3 *Limited Time Promotions and Coupons*

Delivering coupons via text message is a proven way to promote new business and increase sales during any time of the year. Use text communication to drive in-store or online traffic through mobile discounts or limited-time promotions. EZ Texting's hyperlinks can be tracked, so you can easily tie attribution to your marketing campaigns. Understand what campaigns are working the best and the types of messages that make your customers make a purchase. Messages that are paired with an image can have a much higher impact than just plain text, so be sure to include a high-quality image to grab your customers' attention.



## 4 *Special Events*

If your agency hosts events or is planning a pop-up shop on behalf of a brand, sending a text to those who have opted in to mobile messages is a great way to boost attendance. Include a link to the event details, and, if you have room in the text, include a warm “We’d love to have you!” line as well. Sending an event reminder is a quick and easy way to drive attendees to a particular session or notify them of last-minute changes.





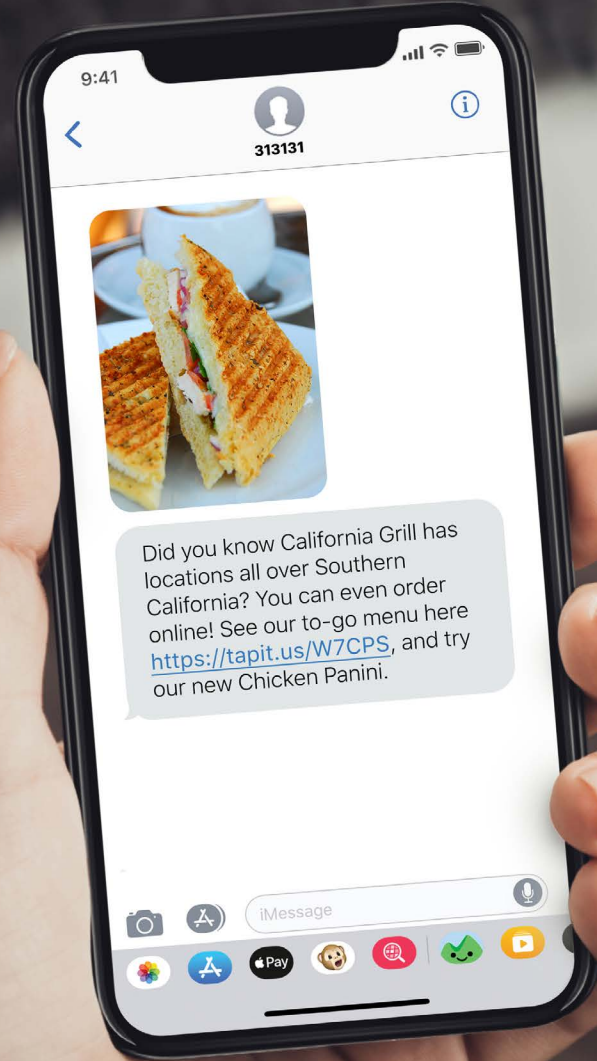
## 5 Text-to-Win Campaigns

EZ Texting's robust set of tools and automation make it easy to run more personalized and successful campaigns. Run text-to-win promotions to grow your subscriber list. In addition to polling, this can be a good time to learn more about customer preferences. For instance, ask them to reply with their favorite pizza toppings to be entered in a chance to win a prize. You'll then learn the types of toppings consumers prefer in different regions all while gaining new subscribers.



## 6 Drip Campaigns

Do you have an effective strategy to help new customers get to know everything your business offers? Setting up **automatic text drip campaigns** is a great way to do that. These text campaigns can include information about your brand, upcoming events, and/or promotions. Similar to email drip campaigns, texts are set to go out at regular intervals after a customer opts in to receive mobile messages. Messages are then automatically scheduled and sent at particular times during a customer's life cycle.





## 7 Polls and Surveys

Text-to-vote polling is a powerful way to learn about customer preferences. If you're considering creating a new product, hosting an event, or determining what types of services you should provide, polling gives your customers the opportunity to influence your brand. Your customers will appreciate the opportunity to impact what your brand offers. In addition, surveys can help improve customer service efforts, build brand advocacy, and help gain valuable feedback. Automatically follow up with customers after a purchase or service and ensure they are getting the value they expect.



## 8 *Cross-Promote Other Channels*

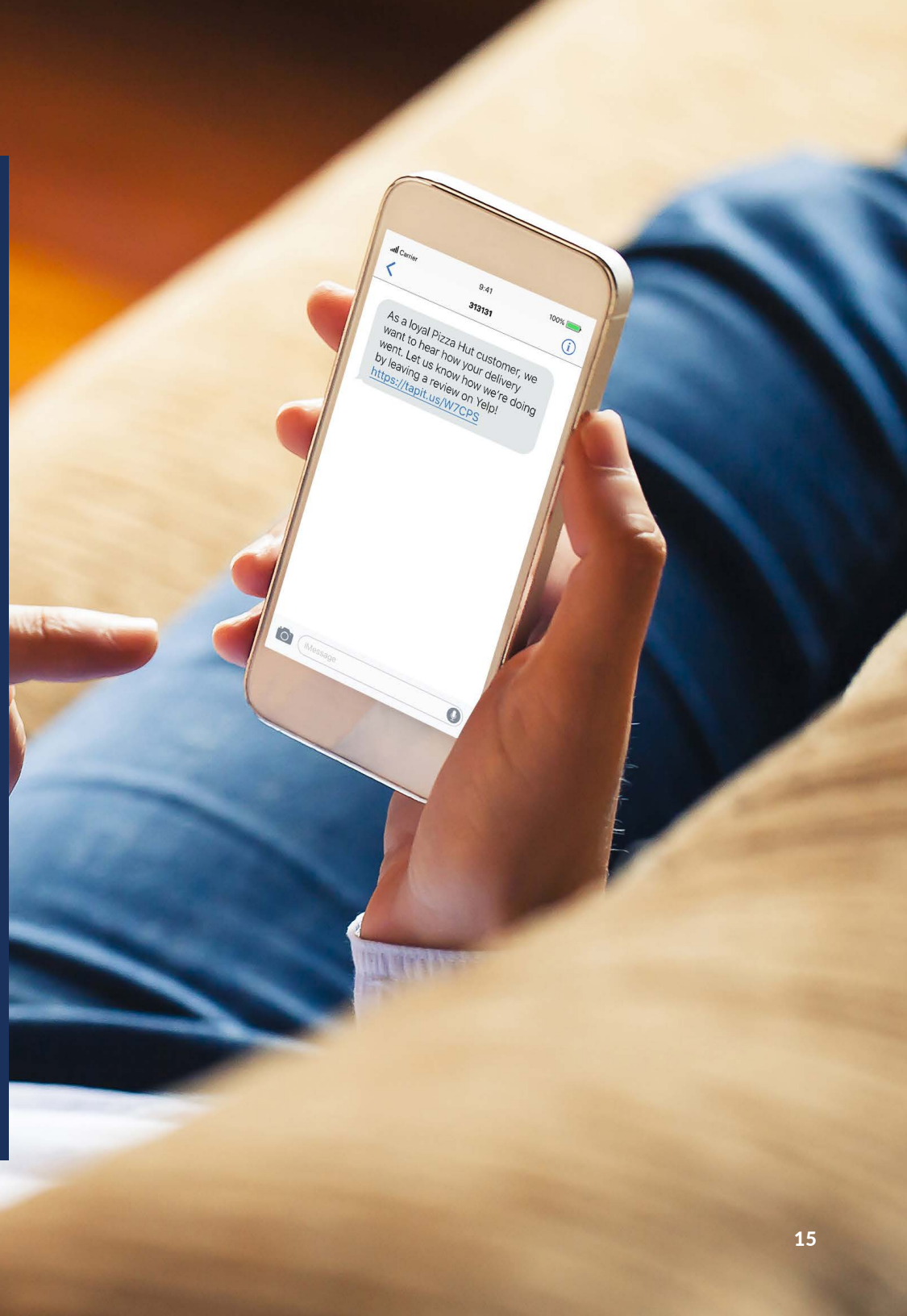
Just as you can use other marketing channels to promote and grow your text marketing list, make sure to send traffic back the other way. The more channels people opt in on, the more likely you'll be to reach them with repeated brand messages. Send messages to follow up on an email campaign or promote your social media outlets via text. This way customers will be more likely to see your messages and stay engaged.





## 9 Review Cultivation

If you sit back and wait for reviews of your products to come in, the percentages will skew more negative than they really are. It's crucial that you be proactive in cultivating reviews from happy customers. The key is to ask at the right time. Send review requests within a couple of days of the product purchase. Strategic timing is one of the reasons using text messaging is the best way to generate more reviews. You can then gauge feedback from surveys and encourage satisfied customers to rate and review your business on popular sites like Google, Yelp, and Facebook.



# Creating Success for Your Agency

*Best Practices*





## Segment Customers

Understanding your customers can help you build a stronger ROI. Distinguish what makes them tick and what triggers them to make a purchase. Keep your contacts segmented by groups, keywords, or purchase history to target them successfully. Keep subscribers organized by groups with unique characteristics so you can send personalized, relevant texts.



## Provide Value

When deciding what kind of messages and how often to send them, take into consideration the commitment a customer is making when opting in to receive mobile messages. Successful campaigns offer something to their subscribers that provides value for opting in. Don't overutilize the medium, and be sure to give customers a reason to stay tuned. The best way to keep your contacts engaged is to provide them with special offers through your mobile channel that they can't receive anywhere else.





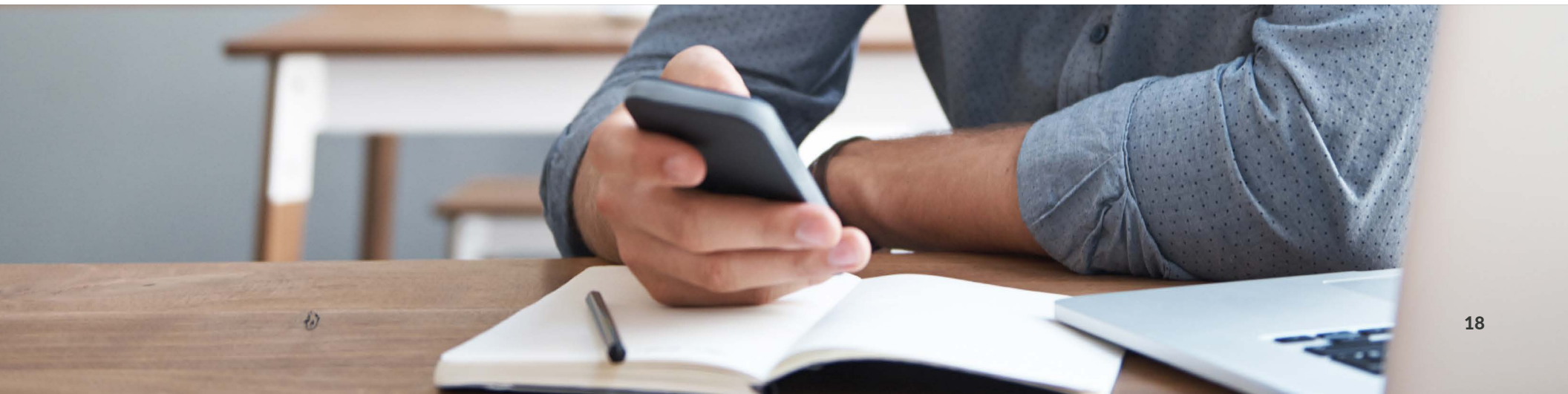
## *Personalize Your Messages*

Text marketing is unique in the sense that it has the ease of a mass marketing campaign with the advantage of providing the feel of one-on-one communication. Successful campaigns capitalize on this by utilizing custom fields and personalization in order to send smarter and more relevant texts to contacts. Add custom fields when uploading lists so you can send smarter.



## *Be Considerate*

Try to stay somewhat conservative in your text marketing. It's easy to want to text your contacts over and over again, but too many text messages can definitely be a bad thing. Unlike email, text messages provide an immediate, personal channel to your customers. Don't be afraid to promote a new product or sales promotion, but limit the amount of text messages you send. Carefully monitor delivery reports and open rates to determine if your text messages are resonating with customers. On the other hand, track engagement to see what types of messages customers are interested in and repeat any successes you uncover.



We guarantee that these plays will work for your agency. Our dedicated Customer Support team is available to answer your questions and help position you for success. Join thousands of others who have used the power of text marketing to help their businesses.



Our open rate for messages has increased by 60% relative to emails! Our clients are thrilled to see their customers engaging with messages rather than leaving them sitting unopened in their email accounts.

AGENCY IN MARKETING AND ADVERTISING



Simple to use with plenty of options! EZ Texting makes sending intricate, planned-out texting campaigns, as well as one-off last-minute marketing messages, a breeze. I absolutely LOVE the chat feature!

AGENCY IN MARKETING AND ADVERTISING



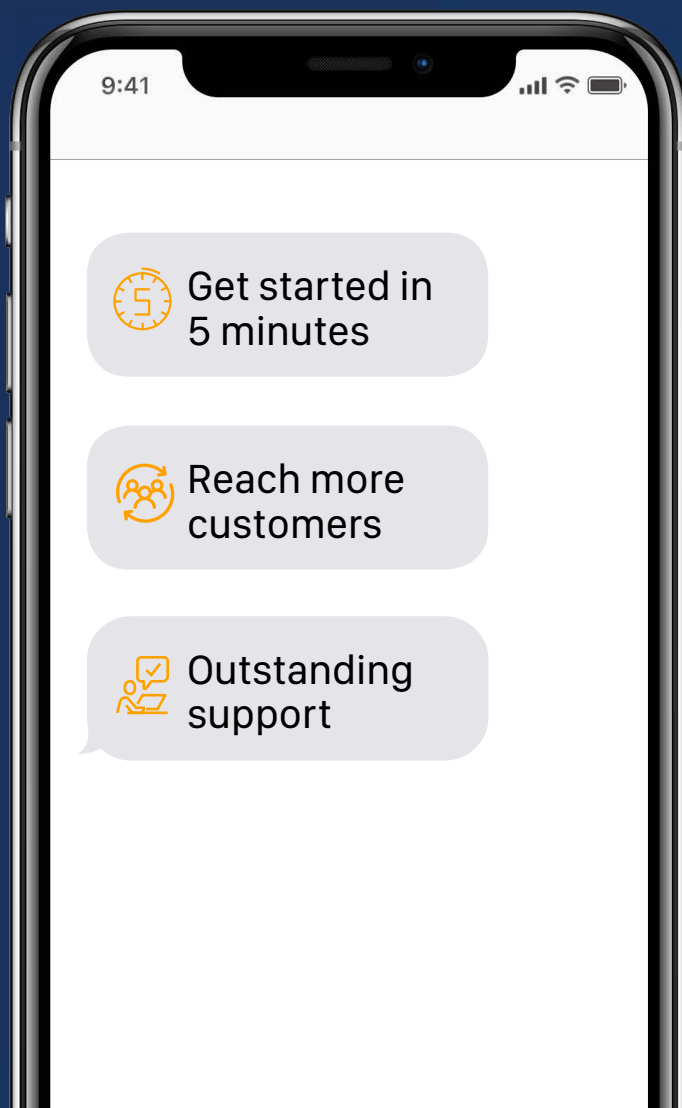
We love the multiple features that EZ Texting has to get our SMS marketing campaign going. The drip messages and auto scheduler has really been the best part. Program in a few messages, set the times, and sit back.

PAUL B., COFOUNDER,  
MARKETING AND ADVERTISING



We use EZ Texting to track radio leads with hyperlinks sent through the platform. It allows us to acquire insights currently not being used in this medium.

COLLIN CAMPBELL,  
STRATEGIC MEDIA INC.



# EZ Texting is the **#1 Mobile Marketing Solution** and the right partner for thousands of businesses

**Sign up for a no-risk trial of our texting service.**  
You'll see why EZ Texting is the right partner for you.

Have Questions? Call Us!

**Try for Free**

**(877) 945-9268**

<sup>1</sup> <https://www.campaignmonitor.com/resources/guides/email-marketing-benchmarks/>



EZ Texting is the #1 SMS marketing software. We deliver the smartest, fastest, easiest, and most reliable ways to connect with your mobile audience. Learn more at [eztexting.com](https://eztexting.com)

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