

Welcome to the World of Mobile Marketing!

Thank you for choosing Textmunication as your mobile marketing solutions provider. Text marketing is a proven method for driving business revenue and profits. Please contact our Customer Service department at 800-677-7003 if you have any questions or concerns.

Six Easy Steps to Get Started...

STEP 1: SEND US YOUR BUSINESS LOGO (if we don't already have it)

- This is essential for us to get you launch kit started.
- Send logo files to info@textmunication.com or your representative.

STEP 2: FAMILIARIZE YOURSELF WITH THE TEXTMUNICIPATION MOBILE MARKETING PLATFORM

- Log in to the platform with the user name and password supplied by your representative
- Change your password to something that is secure and you can easily remember.
- Create your keyword (if not already done with your representative).
- Create a message that will be sent to your customers when they join your text program (this is your "auto-response" message). Think about a compelling offer or "Call to Action" that will engage your customer and begin to solidify your relationship with them.

STEP 3: ATTEND PLATFORM TRAINING – There are three training options you can select

- One-On-One Training (on site or online), Date _____
- Weekly online group training, Date _____
- At the same time as your staff training, Date _____

STEP 4: LAUNCH YOUR MOBILE MARKETING PLAN.

- Train your employees on how mobile marketing works, how to promote it & the importance of employee participation in the success of the program and your business.
- Use the temporary signage until your launch kit arrives.
- Deploy your launch Kit as soon as it arrives.

STEP 5: START BUILDING YOUR MOBILE MARKETING CUSTOMER DATABASE

1. Start promoting your keyword NOW! It is active within 24 hours... there is no need to wait for your launch kit.
2. Start collecting numbers from your signage and point of sale offers.

STEP 6: ADVERTISE YOUR KEYWORDS AND ADD TO YOUR CUSTOMER DATABASE

- Include your keyword, short code and call to action in all of your marketing materials to add value and generate opt-ins
- If you have an existing email list, send a message to your customers to introduce your new program and encourage them to sign up
- Add you keyword, short code and call to action to all of your social media accounts (Facebook, Twitter, etc.). This can be a great way to build your customer database.

WHAT'S NEXT?

- Your launch kit should be delivered within 10 business days
- We will provide staff orientation as soon as your materials are ready
- You can start campaigning as soon as your database contains at least 50 customer phone numbers
- Monitor redemptions and measure your return on investment (ROI)!