

## TEXT2JOIN PARTICIPATING MERCHANT NOTES, INSTRUCTIONS

Here are some general suggestions for using TEXT2JOIN MERCHANT MOBILE MARKETING PROGRAM in your business.

1. Get signed up and get your account setup.
  - a. Complete the signup form
  - b. Login and setup your automatic responses.
2. Test the system out with your friends, family, employees, etc.
  - a. You can test the system out by actually TEXTING in your MOBILE ID to 81492.
    - i. Make sure the response for new joins, is what you want.
    - ii. See how the message fits on a standard cell phone.
  - b. TEXT in a second time from the same phone and see how the second automatic message looks and reads to you.
3. When you are comfortable with the system setup, talk to your employees and explain the program. Let them know what it is designed for and how your clients will benefit. Let them try it out. Develop ANSWERS you want them to convey to your clients, when asked about the system.
4. Post the signs and customer handouts to launch the program to your clients.
5. Let it run for a while and let your customers get use to seeing the notice and the new program you are offering. Answer their questions and concerns about privacy, costs, etc.
6. Begin to promote customers signing up. The more customers you have in your program, the more impact a message sent out, by you, will have. Offer some incentive to achieve the signup flow you feel comfortable with.
7. Update your Second TEXT in automatic response regularly. This could typically be used for your "Present Reward" to your clients. Perhaps a free desert. Perhaps a 2-4-1 special certain days/times of the week. Or, perhaps a % discount on certain product/service line.
8. Plan and execute sending out your first weekly message. Be careful and thoughtful in your design, offer and wording. Have someone proof read your message before it goes out. Ask your TEXT2JOIN sales rep to review it for you and monitor your operation of sending it out. They will be glad to assist. It is probably wise to lay out a month of messages in advance. Lay out your offers and really try to understand how that plan will be received by your clients. Talk to some of your friendly clients about it to get their feedback!
9. Enjoy your program and your clients will enjoy it too. Remember, any time they don't like what they are receiving, they can reply STOP to 91492 to opt out. You will want to monitor your opt-outs carefully.
10. When you are ready, include your program in other advertising programs you are running. For instance, add it in to your radio or print ads: TEXT IN Unnnnn to 81492 to join our CLIENT REWARDS PROGRAM. This will help you bring in new clients that wouldn't otherwise respond to your print or radio ads by calling you, visiting your web site, etc. It works.