



FROM POCKETS TO POCKETBOOKS: THE POWER OF TEXT MARKETING FOR REVENUE GENERATION

Presented by:
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ROAD MAP

Over \$200 Million in
Additional Revenue

Why Text Marketing
Works

Advantages of Text
Marketing



THE TOP 3 KEY ADVANTAGES OF TEXT MARKETING

- Interact with customers anytime and anywhere
- Immediate
- Brief messages

BENEFITS OF TEXT MARKETING

71%

of consumers want to communicate with businesses via text message

90%

of text messages are read within 3 minutes

98%

open rate, 5x higher than the average email open rates

77%

of the global population will have a smartphone by 2025



TEXTLIVING'S SOFTWARE PLATFORM

- Over 10,000 merchants across the U.S. and Canada
- Over \$200 million in additional revenue
- When coupled with our loyalty program, our automated “we miss you” text drives 25% of a merchant's lapsed customers back each month

TEXTLIVING'S SOFTWARE PLATFORM

- Text Message Marketing is a missed opportunity for many businesses
 - 89% use email, while only 66% use text messaging
 - Many businesses that have text messaging capability use it only to provide updates on points and rewards.
 - For example, a customer may receive a text that says, “You just earned 1 point!” after a recent purchase. While these texts are helpful for rewarding customers once they spend a certain amount, these tools miss a huge opportunity to proactively engage customers by offering special discounts, sales reminders, and more.

TEXT MARKETING'S DIRECT IMPACT ON CUSTOMER LOYALTY

- It can cost 6-7 times more to acquire a new customer than to retain an existing one.
- Loyal customers are more likely to spend more money with your business.

1. Text messaging creates an opportunity for instant and direct communication.

Text loyalty programs are a great way to keep customers engaged with your brand. By sending regular text messages with updates, offers, and rewards, you can stay top-of-mind with your customers and encourage them to continue shopping with you.

TEXT MARKETING'S DIRECT IMPACT ON CUSTOMER LOYALTY

2. Text marketing enhances customer retention.

Text loyalty programs can help you retain existing customers by rewarding them for their loyalty. The rewards that a business offers should be relevant to its target audience and be of high value to this audience.

3. Text marketing is a proven way to quickly increase sales.

When a business can speak directly to its best customers, it can be easier to fill more orders, launch a new product, or simply bring in traffic on a slow day.

TEXT MARKETING'S DIRECT IMPACT ON CUSTOMER LOYALTY

4. Text marketing offers improved customer insights.

By tracking customer engagement and the response of each campaign, you can learn more about your customers' preferences and needs. This information can help you improve your products and services and create more targeted marketing campaigns.

5. Text allows small, local businesses to compete with national companies.

A good loyalty program is an easy way for small businesses to remain competitive with larger companies that have bigger budgets. Some customers make purchases with national brands simply for their loyalty rewards, even though they may not love the product. Now, smaller businesses with better products can offer the same or better rewards and have a greater chance to compete against the chains.

TEXT MARKETING'S DIRECT IMPACT ON CUSTOMER LOYALTY

6. Text loyalty programs offer a cost-effective solution for small businesses.

Managing a text loyalty program can be expensive—especially for businesses that rely on traditional punch cards or direct mail campaigns. Because of the low barrier to entry and higher ROI, text marketing ensures that businesses don't have to empty their budget to start a quality loyalty reward program.

7. Text loyalty programs generate higher redemption rates.

Compared to traditional loyalty programs that rely on physical cards or coupons, text loyalty programs tend to have higher redemption rates. Since customers always carry their mobile devices, they can easily access and redeem text-based rewards and incentives, increasing their participation and repeat purchases.

PARTNERSHIP EVALUATION

Use the following checklists to see how textLIVING stacks up against other white-label software platforms.

TEXTLIVING VS COMPETITORS

PARTNERSHIP EVALUATION

			
Marketing collateral	✓		
Custom branding support	✓		
Website setup and hosting	✓		
Admin management software	✓		
Training and coaching	✓		
Sales strategy and resources	✓		
Technical support	✓		
Vendor reputation	✓		
Flexible pricing structure	✓		
Partner testimonials	✓		
Time to launch	✓		

TEXTLIVING VS COMPETITORS

PLATFORM EVALUATION

			
Wide range of features	✓		
High number of users	✓		
Low attrition rate	✓		
Ongoing investment and upgrades	✓		
Customization options	✓		
User testimonials	✓		

TEXTLIVING VS COMPETITORS

OPPORTUNITY EVALUATION

			
Proven ROI for users	✓		
Software scalability	✓		
Competitive landscape	✓		
Market need	✓		
Long-term viability	✓		

MORE RESOURCES TO EXPLORE

- Curious how much money you could earn with textLIVING? [Explore your earnings potential here.](#)
- The textLIVING Exploration Guidebook shares everything you need to know about our white-label partnership opportunities. It provides an overview of our software, including our features and benefits for your potential customers. We also share insights into what differentiates us from other white-label software companies. [Download the guide here.](#)
- [Explore our entire library of resources.](#)



Schedule a Free Demo of textLIVING's Marketing Software.

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