



# YOU DEFINITELY SAW THE TEXT: WHY MOBILE MARKETING SOFTWARE OFFERS THE BEST WHITE-LABEL OPPORTUNITY

PRESENTED BY:

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# ROAD MAP

The Power of Text Marketing  
& Customer Loyalty

Why Text Marketing Makes a Great  
White-Label Opportunity

Reflection Questions to Explore  
White-Label Partnership





# THE POWER OF TEXT MARKETING & CUSTOMER LOYALTY

Text marketing is the most effective way to meet a business's most significant need:

**earning attention.**

## You Should Know...

- Text messages have a 98% open rate. That's five times higher than the average email open rate.
- Over 90% of text messages are read within three minutes of being sent.



# THE POWER OF TEXT MARKETING & CUSTOMER LOYALTY

Text messaging software addresses the biggest marketing challenge for small businesses: **lack of budget.**

## You Should Know...

- Recent studies show that texted coupons are redeemed ten times more often than traditional coupons.





# THE POWER OF TEXT MARKETING & CUSTOMER LOYALTY

Customer loyalty is a growing trend and an increasing priority for B2C businesses.

## You Should Know...

- **81% of consumers** agree that a loyalty program membership influences their likelihood of purchasing a product.



# WHY TEXT MARKETING MAKES A GREAT WHITE-LABEL OPPORTUNITY

**Reason #1:** We live in a world dominated by smartphones. Choosing text marketing software to start a white-label business is like placing yourself at the heart of our mobile-centric society.

**Reason #2:** The scalability and adaptability of text marketing and loyalty software cater to businesses of various sizes and industries. If you live in a city or near a metropolitan area, text marketing is a powerful tool for thousands of companies in your community.

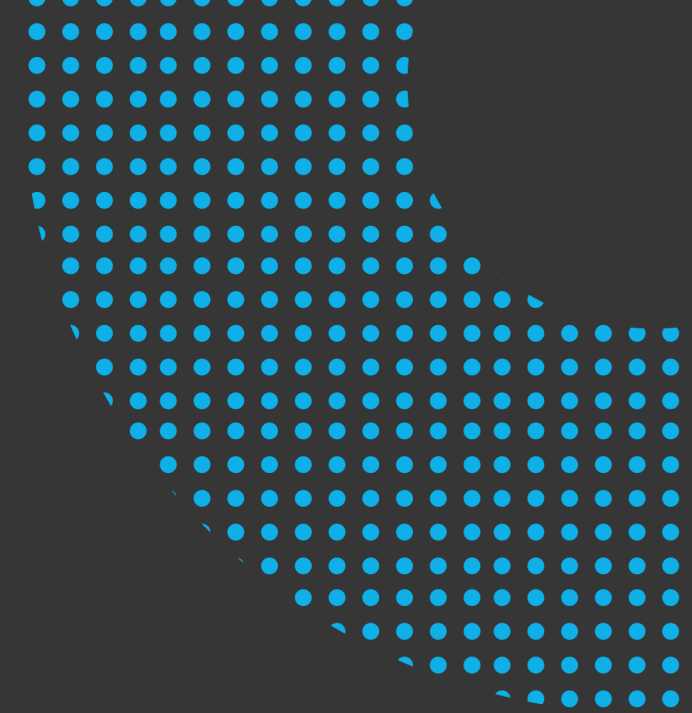
**Reason #3:** More businesses are looking for ways to build a successful customer loyalty program.

White-labeling loyalty software allows entrepreneurs to offer turnkey solutions to businesses eager to enhance customer retention and satisfaction.





# REFLECTION QUESTIONS TO EXPLORE WHITE-LABEL PARTNERSHIP



- 01** Are you interested in helping businesses grow by teaching them to engage their audience more effectively?
- 02** What is your target market?
- 03** Do I possess the necessary entrepreneurial skills, such as problem-solving, decision-making, and adaptability?
- 04** Are you willing to dedicate significant time and effort to launch and grow your business?
- 05** Do I have the support system or resources to manage my personal and professional life effectively?
- 06** What are my key strengths and skills that can contribute to the success of starting a white-label software business?
- 07** What areas might I need to improve or seek assistance with?



# BONUS RESOURCES

- [Link](#)



# QUESTIONS FOR CHOOSING THE BEST WHITE-LABEL PLATFORM

As you research white-label platforms, here are a few helpful questions to ask:

- **1. What industries/niches have successfully used your white-label solution?** This will help you gauge the software's versatility and potential fit for your target market.
- **2. How many customers are using the platform?** Rather than evaluating the number of white-label partners, you want to know if the software has a proven track record with the end user.
- **3. What is the customer attrition rate?** Low customer attrition ensures a stable and predictable revenue stream. The best software companies create stickiness with their customers.
- **4. Can you provide customer case studies or success stories?** This information can offer insights into the potential benefits of the platform for the prospects you will sell it to.

# QUESTIONS FOR CHOOSING THE BEST WHITE-LABEL PLATFORM

CONTINUED

- **5. What ongoing technical support is available?** Prompt and reliable support can significantly impact your ability to provide a seamless experience to your customers.
- **6. What marketing and sales support do you provide?** A partner that provides robust marketing resources can give you a competitive edge.
- **7. Can I speak with current white-label partners?** Their firsthand experiences and insights can provide valuable perspectives on the partnership and its benefits.



# LEVERAGING CUSTOMER LOYALTY TRENDS TO SELL TEXT MARKETING SOFTWARE

Here are a few recent customer loyalty trends - along with insights on leveraging them for selling a white-label text marketing platform like textLIVING:



## **Trend #1: Businesses are Seeking Ways to Identify Loyal Customers with Less Friction**

Sales Tip: You can showcase textLIVING's mobile kiosk that allows businesses to seamlessly capture customer information at crucial interaction points.



## **Trend #2: The Need for Omnichannel Marketing Engagement**

Sales Tip: This is an opportunity to highlight the effectiveness of text messaging and showcase how textLIVING can support their marketing efforts across many channels.



## **Trend #3: Personalization at Scale**

Sales Tip: By focusing on hyper-personalization, you can showcase textLIVING's ability to segment customers based on various criteria.



# AN “INSIDE LOOK” AT OUR 90 DAY PARTNERSHIP PLAN

textLIVING is committed to equipping our partners with everything needed to start and manage a successful software business within 90 days.

In this video, Founder & CEO Joe Brannon offers a brief look at our 90-day partnership plan.

[WATCH VIDEO](#)

\*Trouble with the link? Check out our page at [www.youtube.com/@textLIVING](https://www.youtube.com/@textLIVING)



**A Roadmap  
for Your  
White-Label  
Success**



# MORE RESOURCES TO EXPLORE

- [Pro-Forma Income Forecasting Tool](#)
- [ProTalks Episode 2: How to Earn an Extra \\$6,000/month with textLIVING](#)
- [ProTalks Episode 7: A “Day in the Life” of a White-Label Entrepreneur](#)
- [Explore our entire library of resources.](#)



Schedule a free demo of textLIVING's  
marketing software

[textliving.com](https://textliving.com)

