



THE DIGITAL LOYALTY REVOLUTION: HOW TO CAPITALIZE ON RETAIL MOBILE MARKETING INVESTMENT

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ROAD MAP

Unpacking the Latest Retail Customer Loyalty & Text Marketing Trends

Best Practices for Selling Text Marketing Software to Retailers

Retail Case Study



THE LATEST RETAIL CUSTOMER LOYALTY & TEXT MARKETING TRENDS

According to recent research, customer loyalty and mobile marketing are becoming a priority for retailers:

91%

of customers are interested in signing up for texts. ([Source](#))

69%

of consumers say their choice of retailer is influenced by where they can earn customer loyalty or rewards program points. ([Source](#))

56%

of US retailers plan to increase mobile SMS marketing investments. ([Source](#))

ONLY

5%

of businesses say they're not open to investing in SMS marketing in the future. ([Source](#))



BEST PRACTICES FOR SELLING TEXT MARKETING SOFTWARE TO RETAILERS

How can you capitalize on these trends to provide retailers with a loyalty and text marketing solution?

1. Build a solid prospect list.
2. Tailor your sales pitch to their specific needs and interests.
3. Incorporate a combination of quantitative and qualitative selling points.
4. Address the fear of complexity.



TIPS FOR TAILORING YOUR SALES PITCH FOR RETAILERS

Helping retailers understand how your text marketing software solution helps them accomplish their unique goals is essential.



Highlight how text marketing directly leads to a boost in sales.

For example, “The average text marketing campaign has generated \$XX,XXX in redeemed offers for retailers.”

TIPS FOR TAILORING YOUR SALES PITCH FOR RETAILERS

Helping retailers understand how your text marketing software solution helps them accomplish their unique goals is essential.



Showcase how your platform makes it easy to increase subscriber sign-ups, which is often their top tactical challenge.

For example, “On average, retailers have added XXX customers to their loyalty program in the first 3 months of using textLIVING.”



Retail Case Study

Challenge: A local boutique in Tennessee wanted to communicate directly with a large number of young customers.

Solution: They utilized textLIVING's in-store kiosk for sign-ups and text campaigns to build their customer loyalty program.

Results: Within the first year, this business had 2,186 customers sign up for their loyalty program. By the end of their second year, this owner had more than doubled their total subscribers with 3,822 total. Their customers checked in 13,465 times.

[View the full case study here.](#)



CUSTOMER LOYALTY & TEXT MARKETING STATISTICS TO SHARE WITH PROSPECTS

Whether you're reaching out to new prospects or perfecting your software demo, here are some valuable insights to share during sales conversations:

90%

of customers have gained value from SMS loyalty programs. ([Source](#))

81%

of consumers agree that a loyalty program membership influences their likelihood of purchasing a product. ([Source](#))

Consumers cited the time it takes to redeem rewards as their biggest pet peeve regarding loyalty or rewards programs, followed by the difficulty in earning rewards. ([Source](#))

71%

of consumers want to communicate with businesses via text message. ([Source](#))



CUSTOMER LOYALTY & TEXT MARKETING STATISTICS TO SHARE WITH PROSPECTS

Whether you're reaching out to new prospects or perfecting your software demo, here are some valuable insights to share during sales conversations:

90%

of text messages are read within three minutes of being sent. ([Source](#))

Text messages have a **98% open rate**, 5x higher than the average email open rate. ([Source](#))

Texted coupons are redeemed **10x more often** than traditional coupons. ([Source](#))

75%

of consumers want to receive texts with special offers. ([Source](#))

CUSTOMER LOYALTY QUESTIONS FOR RETAILERS

One of the best ways to generate meaningful conversations with prospects is to offer personal questions that help them see the value of your software. Here are a few valuable questions to leverage in conversations with retailers:

- **What are your biggest challenges when communicating with your customers?**
- **What are your biggest challenges in retaining customers?**
- **If you already have a customer loyalty program, on average, how long does it take for customers to earn rewards?**
- **How have you marketed your coupons in the past? How could the substantial increase in redemption rates of text coupons positively impact your sales and revenue?**
- **How might a loyalty program help you improve your customer lifetime value?**

TEXT MARKETING CAMPAIGN IDEAS FOR RETAILERS

Here are five creative text marketing campaigns to share with retailers:



Welcome Offer — Send a welcome text message to new subscribers offering them a special discount or promotion on their next purchase. This helps to incentivize immediate engagement and encourages new customers to make their first purchase.



Birthday Surprises — People love being celebrated. Retailers can send automated texts with birthday wishes and exclusive birthday offers to make recipients feel special and motivated to celebrate at their stores.

TEXT MARKETING CAMPAIGN IDEAS FOR RETAILERS



“We’ve missed seeing you...” Offer – It is essential for merchants to engage customers who haven’t visited their business in a while. Sending automated texts after a specified period of inactivity (e.g., 60 days) can entice customers to return, especially if it is paired with a special offer.



Product Launch Announcements – Use text messages to announce new product launches or arrivals. Provide subscribers with exclusive previews or early access to encourage them to explore new products and make a purchase.



Special “Rainy Day” Promotions – Many merchants have succeeded with time-sensitive campaigns like “rainy day” promotions when business is slow. These messages entice customers to visit and create a positive brand image that customers may remember even on sunny days.

SALES TOOL: PAIN POINTS & OPPORTUNITIES FOR VARIOUS RETAIL BUSINESSES

This chart can serve as a starting point for identifying the unique pain points and opportunities associated with each type of retail business.

Business Type	Pain Points	Opportunities
Local Boutique	<ul style="list-style-type: none">- Limited customer retention- Difficulty reaching target audience- Ineffective promotional strategies	<ul style="list-style-type: none">- Personalized marketing campaigns- Customer loyalty programs- Exclusive offers and promotions
Flower Shop	<ul style="list-style-type: none">- Seasonal fluctuations in sales- Need to increase repeat business- Limited customer engagement	<ul style="list-style-type: none">- Birthday and anniversary reminders- Seasonal promotions and offers- Customer feedback and reviews
Coffee Shop	<ul style="list-style-type: none">- High competition- Need to increase customer loyalty- Inconsistent customer traffic	<ul style="list-style-type: none">- Loyalty rewards program- Special offers for regular customers- Event invitations and promotions

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Business Type	Pain Points	Opportunities
Bookstore	<ul style="list-style-type: none">- Declining foot traffic- Online competition- Difficulty in promoting new arrivals	<ul style="list-style-type: none">- Exclusive previews of new releases- “Rainy Day” Promotions- Events and book signing promos
Sporting Goods Store	<ul style="list-style-type: none">- Seasonal sales fluctuations- Need to target specific customer segments.- Difficulty in promoting sports events or workshops	<ul style="list-style-type: none">- Sports-themed loyalty rewards- Welcome offer for new “team members”- Event promotions and RSVPs

MORE RESOURCES TO EXPLORE

- [Pro-Forma Sales Spreadsheet](#)
- [Explore our entire library of resources.](#)



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marketing software

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