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Text Message Marketing Rules by Lexoremman

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If you're thinking about diving in to the world of SMS (short message service) marketing, but you're hesitant about contacting a provider because you don't know the first thing about it, you're not alone. Text message marketing may be one of the easiest, least costly and most effective forms of digital advertising to get involved in, but it is still a strange new world for many – after all, up until recently text messaging itself has belonged to the younger set, and it's only been in the past few years that it has taken off in the over-thirty set. Here are the key phrases you need to be familiar with and understand; learn these and you'll be ready to sit down with a text message marketing company who will have you sending text opportunities to your customers in no time.

Short Code

Short code is the five digit number that a consumer plugs in to their cell phone to dial onto your opt-in list. It's essentially your text phone number. The code can be a random series of numbers, but most successful campaigns use what is known as a vanity code that is more memorable – for example, Google's short code is 46643, which spells GOOGL.

Keyword

The keyword is the response that you ask the client to punch in once they've dialed you; it's the way they say "yes". To your offer. So if you're a pizza shop offering buy one/get one free slices, your keyword may be SLICE. Clients will be instructed to text your keyword to your short code, so keywords need to be short and easy to remember.

Call to Action

This is your offer. In the example above, your call to action is the offer of the free slice of pizza if the client responds in a given amount of time.

Message Flow

This describes the text conversation itself. Once presented with the call to action via your supporting media, the client responds by texting the keyword to your short code. Your response, confirming receipt of their message, completes the message flow. Remember that all of your content must fit into 160 characters or less.

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