

# Text2Them for Marketing

*Engage your community*

## Overview

When it comes to reaching people instantly, text messaging stands alone. Studies show that the 95% of recipients will open and read a text within 5 minutes of receipt. This compares to only 15% of emails even opened. This powerful communication tool can be used to improve awareness of programs, attendance at events and the ability to keep communities informed and engaged on issues they care about. This engagement starts with the building of databases of people with particular interests who have requested that you keep them informed via text. Text2Them has the marketing team that walks your agency through the process from start to finish resulting in a more engaged community.

## Building Databases and Marketing Programs

Each department trained and supported on the basics of Mobile Marketing and SMS Marketing for their services and program to the community.

	Keyword	Description
<input type="checkbox"/>	VAPETS	Animal Shelter
<input type="checkbox"/>	VAADOPTS	Adoptions
<input type="checkbox"/>	VABABY	Newborn Health
<input type="checkbox"/>	VAHELPS	Volunteers
<input type="checkbox"/>	VACOLLEGE	College
<input type="checkbox"/>	VAEDUCATION	Education
<input type="checkbox"/>	VAHEALTH	Health Care
<input type="checkbox"/>	VASOCIAL	Social Services
<input type="checkbox"/>	VAHOME	Hometown News

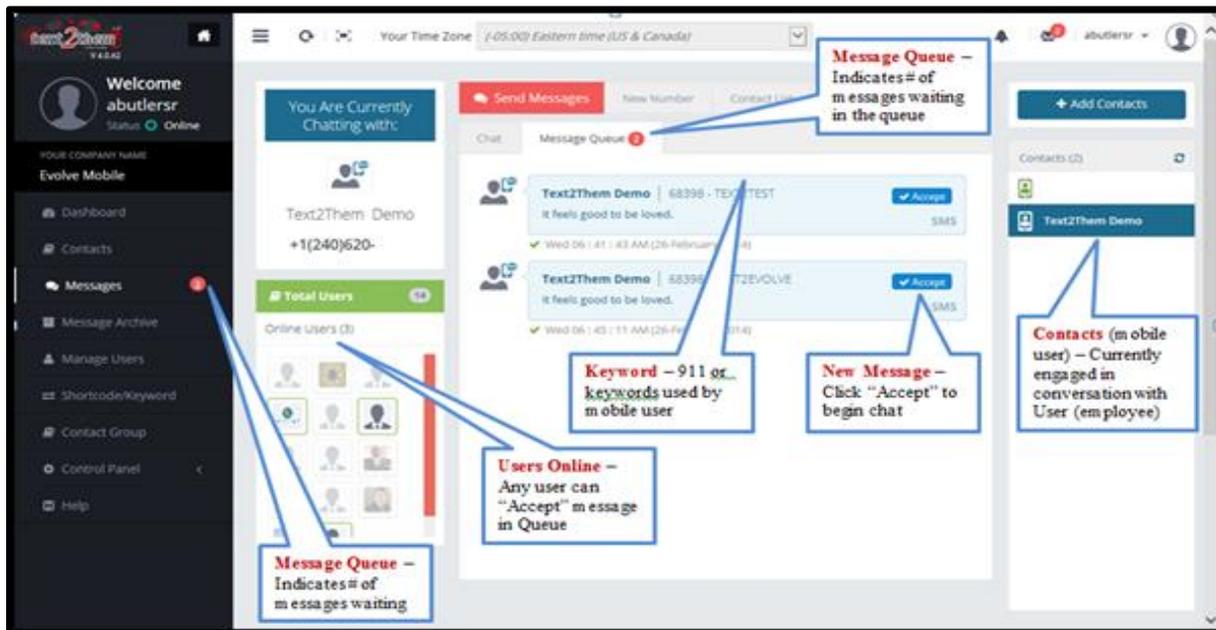
You are subscribed to VAPets: visit [www.Shelters.va.gov](http://www.Shelters.va.gov) for more info on protecting our animals.

College Fair Monday 9-3 PM at University of VA. 1234 UVA lane. For more information visit [www.UVA.edu](http://www.UVA.edu).

Last day to register for foreclosure workshop is tomorrow visit [www.vahud.gov/foreclosure](http://www.vahud.gov/foreclosure) for more info

For text alerts enter your mobile number including your area code.

Mobile #    Carrier



## Text2Them Incoming Message Queue

### Menu Definitions/Features

### Systems

- Messages** – Receive and send text messages to individuals or groups.
- Contacts** – Adding, deleting and editing your contacts (clients, employees, etc.)
- Import Contacts** – Upload contacts from Excel
- Message Archive** – Stored history of previous text message conversations
- Manage Users** – Create and manage users (employees in your network)
- Shortcode/Keyword** – Use our shortcode or use your own.
- Contact Group** – Establish groups such as “Clients”, “Employees”, etc. and place contacts within these groups

#### Administrator Control Panel

- **Department** – Employee and user department classification
- **Campaign** – Establish and track promotional campaigns
- **IP Address** – Control user’s ability to log in via specific computers by assigning IP addresses
- **User Login Logs** – View employees/user login activity
- **Error Messages** – System error logs for admin review

**No Equipment** – Text2Them is web based and there is no need to purchase additional equipment or software

**Customer Support** – Customer support is available 24/7

#### Security

- Secure Cloud Servers (www.rackspace.com)
- Outgoing SMS message encryption
- Admin controlled IP address access/restrictions.

### SMS Statistics

- **Portio Research** (February 2012): 7.8 trillion SMS trillion messages were sent in 2011. SMS traffic surpassed 9.6 trillion in 2012.

- In 2013, worldwide SMS revenue broke the \$150 billion mark for the first time and will continue to grow for the foreseeable future.

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