

What is a TEXT KEYWORD and how can it help YOU?



2. WHY DO I WANT ONE?

Keywords are the easiest way to encourage people to subscribe to your list. When they text your Keyword to the short code, they become opted-in subscribers.

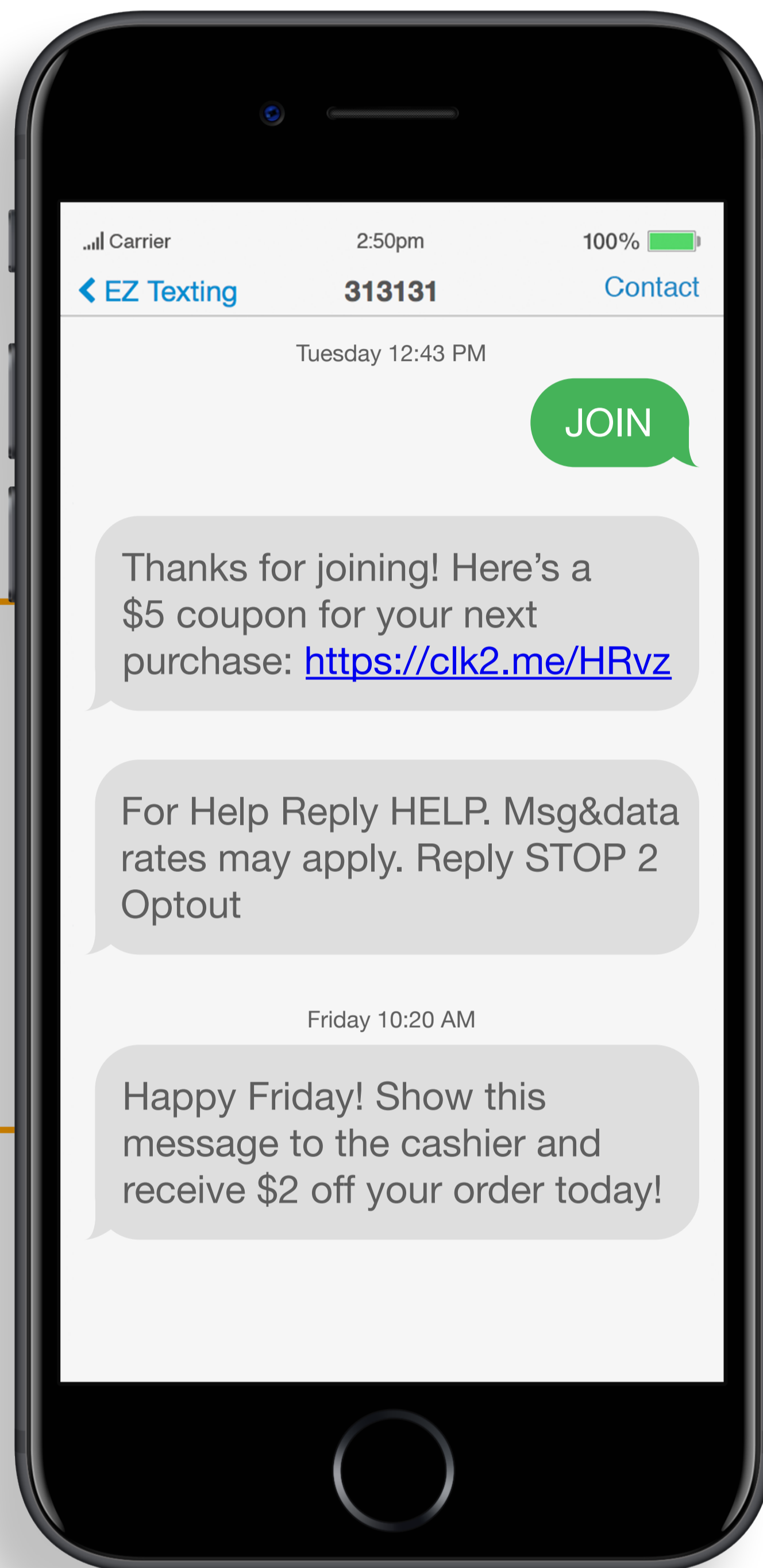
EZ Texting makes it easy to include the automated opt-out info you need to send as a follow-up.



4. SEND TEXT PROMOTIONS

Now that you've got a list of opted-in subscribers, it's time to craft offers that catch their interest and drive them to act.

With an open rate of over 98%, you're almost guaranteed to get views with texting.



1. WHAT IS A KEYWORD AND SHORT CODE?

Have you seen ads that say, "Text JOIN to 313131 to get a 10% off coupon"? Of course you have! The word JOIN is the Keyword. 313131 is the short code.



3. SHARE THE KEYWORD AND GROW YOUR LIST

Put your Keyword and short code on store signs, email signatures, and printed materials.

Get creative! If customers don't know you have a texting program they can't join it – so make it visible!



5. SEE BIG RESULTS FOR LESS

Texting can convert customer acquisition cost to just pennies per person. That, combined with the unbeatable read-rate makes Keyword texting a must-use strategy.