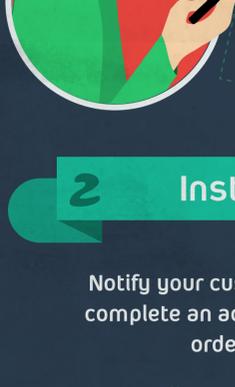


# HOW TO USE SMS TO BUILD YOUR BRAND

## 1 Rewarding Loyalty

Offer ultimate products/services deals to reward loyal customers and to encourage signups.

Uber offers a free ride to new customers. The redeemable user code is messaged to the new customer via SMS.



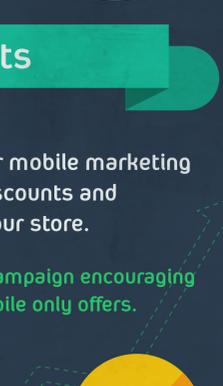
Receive a **£10** Credit towards your first UBER ride with this discount coupon code: **XXXXXCAB20K**

## 2 Instant Notifications

Notify your customers when you want them to complete an action or alert them regarding their order/appointment updates.

NHS sends appointment reminders and confirmations to the patients' mobiles to ensure minimum no shows.

Hi Mr Doe. This is a reminder that your NHS screening is at **13:00**. Please go Jane Fret Ward. In case of any problems please call **0800 11111**.



## 3 POS Discounts

Convince your customers to join your mobile marketing list by offering mobile only discounts and encourage them to visit your store.

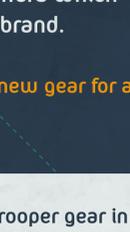
Dunkin' Donuts ran a mobile marketing campaign encouraging customers to opt-in to receive mobile only offers.



**7,500** consumers opted in



**21%** increase in store traffic



**17%** participants forwarded the text

## 4 Presale Offers

Grant your customers exclusive discount offers which enhances their loyalty towards your brand.

Rockstar Games offered a huge discount on its new gear for a small window of time.



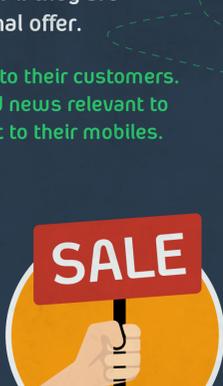
50% discount on Paratrooper gear in #GTAOnline Freemode til midnight tonight Details <http://goo.gl/xxxxxx>

## 5 New Launches

Keep your regular customers in loop about your new product or service launch and make sure they spread the word about it.

Starbucks used a combination of SMS and social media marketing to inform its customers about their new brew flavors.

Enjoy new Burnt Caramel Latte and Rose & Pistachio Mocha before anyone else. Head to your nearest **XXXXXXX** store now!



## 6 Autoreponse Messages

Use autoresponders or automated replies to send confirmation that you have received their request or completed their request.

The Royal Bank of Scotland offers auto replies when customers opt for SMS Banking. Customers get replies when their transfer request is completed.



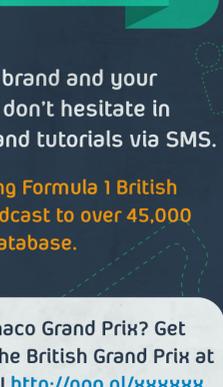
Dear Customer, an amount of **30,000** has been transferred from your account **###-###-##**. For details, please reply with **DET**.

## 7 Missed Chances

Let your customers know if they are not making the most out of your service or if they are losing out on an exceptional offer.

Marks & Spencer offers free text alerts to their customers. All the special events, major offers and news relevant to customers' interests are sent straight to their mobiles.

Pssst! Want great deals across clothing and home? The M&S Sale starts tomorrow! Beat the crowds and get all your favourites.



## 8 Reminders

Remember to send important reminders to your customers straight to their phones, whether it is an appointment or it is a piece of important information.

John Lewis offers free store pick ups from a local outlet. When the orders are ready for collection, the customers are sent a text message reminder.



Hi Frank, your order **####-###** is ready for collection. Please visit the John Street outlet and collect your order. Call us at **0800 11111** if you have any questions.

## 9 Time Saving

Show your customers that you care. Rather than forcing them to login to their online account, let them complete simple tasks via text messaging.

Cathay Pacific employs a subscription based service that can update the passengers regarding their Flight Updates. Updates include pre-flight reminders and other notifications.

CK711/16 July will depart BRK at **08:45** Cloudy: **25-32C** Thank you for choosing X Airline



## 10 Short URLs and Videos

Inform your customers about your brand and your unique offerings via text messages; don't hesitate in sending further information like videos and tutorials via SMS.

To increase ticket sales for the upcoming Formula 1 British Grand Prix, Silverstone sent an SMS broadcast to over 45,000 recipients on Silverstone's database.



Enjoyed the Monaco Grand Prix? Get your tickets to the British Grand Prix at Silverstone now! <http://goo.gl/xxxxxx> opt out text **STOP** to **88440**

## 11 Customer Feedback

Ask your customers to rate their experience for your service or product. Keep your questions short and ask them what they think.

Zipcar relies on two-way text messages to gather customer feedback. Customers are happy to report their experiences and the company gets a chance to improve their services.



**900,000+** Members



**Market Value** £4.5 billion



**10,000+** Vehicles