

3 Biggest Benefits of Text Marketing

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Of course, there are a lot of benefits to using a Text Marketing system to communicate with your customers, but the biggest factors that set it apart from other methods of marketing are that it provides direct, almost-instant mass communication, it increases customer engagement, and it integrates with other channels.

1. Direct Communication Channel

How often do you find yourself waiting for an email that never arrives, come to find it was sent to your "spam" folder? So, imagine how many of your customers never receive your email newsletters because they are being filtered into their spam folders. By stark contrast, messages sent via text are delivered immediately within 15 minutes and there are no filters to hide the message from your customers.

In addition to this fast delivery time, people also check their phones and text messages far more often than their emails. According to a [2019 study conducted by Asurion](#), the average American checks their phone upwards of 96 times a day! This behavior, coupled with the short and concise nature of text messages, drastically increases the open rates associated with Text Marketing to nearly 100%.

2. Increase Customer Engagement

Since customers are nearly guaranteed to open Text Marketing messages, call to actions are far more likely to catch their attention. This allows you to utilize different types of campaigns to increase your customers' engagement such as the following:

Exclusive Deals - have customers opt-in to receive exclusive deals and digital coupons

Contest - have customers "text-in" to earn an entry into a contest or sweepstakes

Polls/Surveys - use two-way communicate to receive feedback or gather customer information via text

RSVP for Events - have customers "RSVP" for an event by having them text-in a specific keyword

3. Integration with Other Channels

Even though Text Marketing is very effective increasing customer engagement on it's own, you can boost your reach by integrating with your other communication channels. Print out flyers or display posters at the dealership with your Text Marketing phone number and the keyword to opt in, create banners with your Text Club information on your website, on your Social Media Profiles, or in your existing email newsletters.

Our Text Marketing system also integrates with our Check-In Keypad so that anyone that visits your dealership and checks in to your keypad gets automatically opted-in to your Text Club. This greatly increases your Text Marketing subscriber list and it continues to grow with every new customer that visits your dealership.

You can also couple our Text Marketing system with our Contest Manager to boost your online presence, encouraging your customers to complete tasks such as "Liking" your Facebook page or writing a Google Review in exchange for entries into contests or instant coupons. [Click here](#) to learn more about our Contest Manager.
