



How to Build Your Mobile Database

Build A Powerfull Contact List And Increase Sales With Mobile Marketing

How can I promote my mobile campaign to my customers?

- 1 Use **promotional specials** that ask customers in-store or online to sign up to your mobile services and receive the discounts you are offering.
- 2 Offer a VIP Service through text message alerts with exclusive news and specials.
- 3 Ensure your **website** has a mobile sign-up box.
- 4 Use your packaging, paper receipts, billboards and posters to let your customers know that you have gone mobile. Ask them to text in for inclusion to a discount, prize or to support a particular campaign.
- 5 Create “**text-to-win contests**” whereby customers can text to win things. People love the opportunity to win free stuff.

With the opt-in permission given by your customer, you can now begin to collect names and phone numbers to start building your database of potential customers. Use this database for any future sales, discounts, news and other info that you may want to relay to your customers.

How do customers opt-in to my mobile campaign?

All your customer has to do is text the opt-in KEYWORD which you choose to shortcode 59925 and they will automatically be opted in to your mobile campaign. For example, if the keyword is WIN, then your customer will text WIN to 59925. After sending this message they will receive an automatic reply which you will create. This reply will also give each customer the ability to opt-out by texting STOP to 59925.

Always consider offering your customers incentives such as discounts, free item give-aways or any other offers that will help increase retention and allow new customers to opt-in to your mobile campaign. Adding an expiration date on any message is always a good idea especially when offering discounts or promoting an upcoming sale. This will help create a sense of urgency so clients will buy now rather than later.