



Digital Marketing

The Power of Text/SMS Marketing

Paul Hickey

MINDBODY Certified Consultant & Digital Marketing Professional

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How to drive immediate online revenue with a targeted "3 clicks" text marketing campaign

INTRODUCTION-Background

Who am I?



www.digitalmind.ie digitalmarketinginstitute.com www.ppireland.com

- Seasoned Business professional-over 25 years' experience at Executive Board level
- Diverse industry profile ranging from Hospitality/Leisure (Hilton Hotels/Jurys Doyle Hotels/Bewleys Hotels) to Property Facilities to B2B Business Services (Main Board member Rentokil Initial pLc-responsible for Ireland/NI)
- MINDBODY Certified Business Consultant (2018)
- Set up Digital Mind in 2018-with the focus on integrating and harnessing the capabilities of MINDBODY Software with Digital Marketing platforms to drive conversions and revenue

BA in PSYCHOLOGY
Trinity College, Dublin

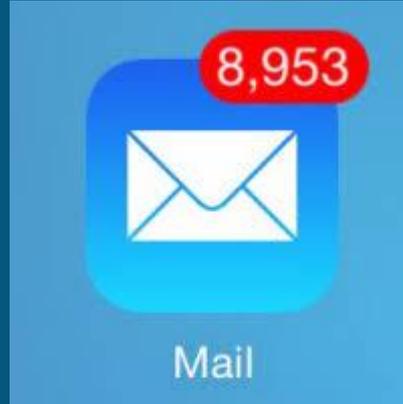
Diploma in Law, DIT
Dublin

Professional Diploma,
Digital Marketing
(Digital Marketing
institute, Dublin)

GET OUT YOUR MOBILE PHONES!



Q: How many people have more than 5 unopened e-mails on their phone?



Q: How many people have more than 2 unopened text messages on their phone?



The Power of Text/SMS Marketing

This is the power of “3 click” text/sms marketing campaigns...people read text messages, as they have an air of **IMMEDIACY/IMPORTANCE** to them; whereas we all receive numerous spam and junk e-mails, there isn't the same “digital” culture when it comes to text/sms messages.

- I have been using text message marketing campaigns for over 6 years in our Pilates Performance business in Dublin and have now refined the process that it can currently generate up to €30,000 (£26,000) in **ONE DAY!**
- This is not a “once off” we consistently achieve single day sales of €20-€30,000 (£17,186 to £26,000) in our monthly text campaigns, which form an integral of our overall marketing strategy for the business.
- I would like to share with you the process we use to achieve this...it is remarkably simple and I have always been surprised by how underused this simple, yet effective, marketing tool is....

The Power of Text/SMS Marketing

Text Marketing



**Mobile Marketing Cuts
Through the Clutter
And Puts Your Message Directly In
The Pockets (or Purses)
of Your Customers**

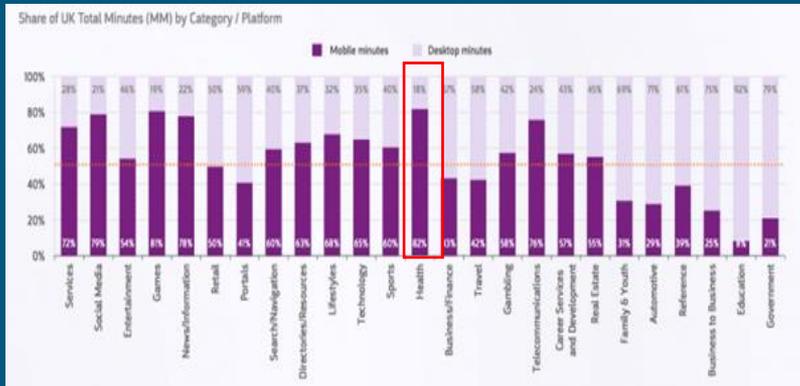


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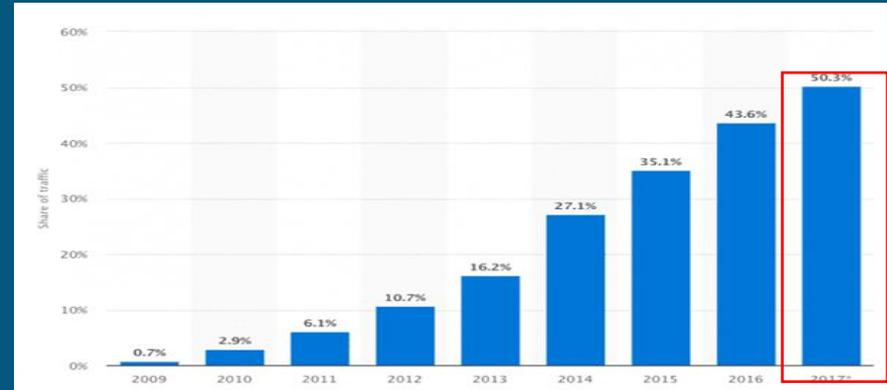
01. Mobile Internet tipping points
02. Why invest in Text/SMS marketing?
03. Text/SMS Campaign measurement
04. Permissions and "opt in" is essential for compliance
05. LET'S GO LIVE and create a REAL TIME, LIVE, END TO END TEXT Marketing Campaign that integrates directly with MINDBODY
06. Let's look at some actual results
07. Review-Q & A
08. Step by step "How to" video

Mobile Internet Tipping points

Mobile is “always on”. We check our phones 150 times/day on average, in and out of home

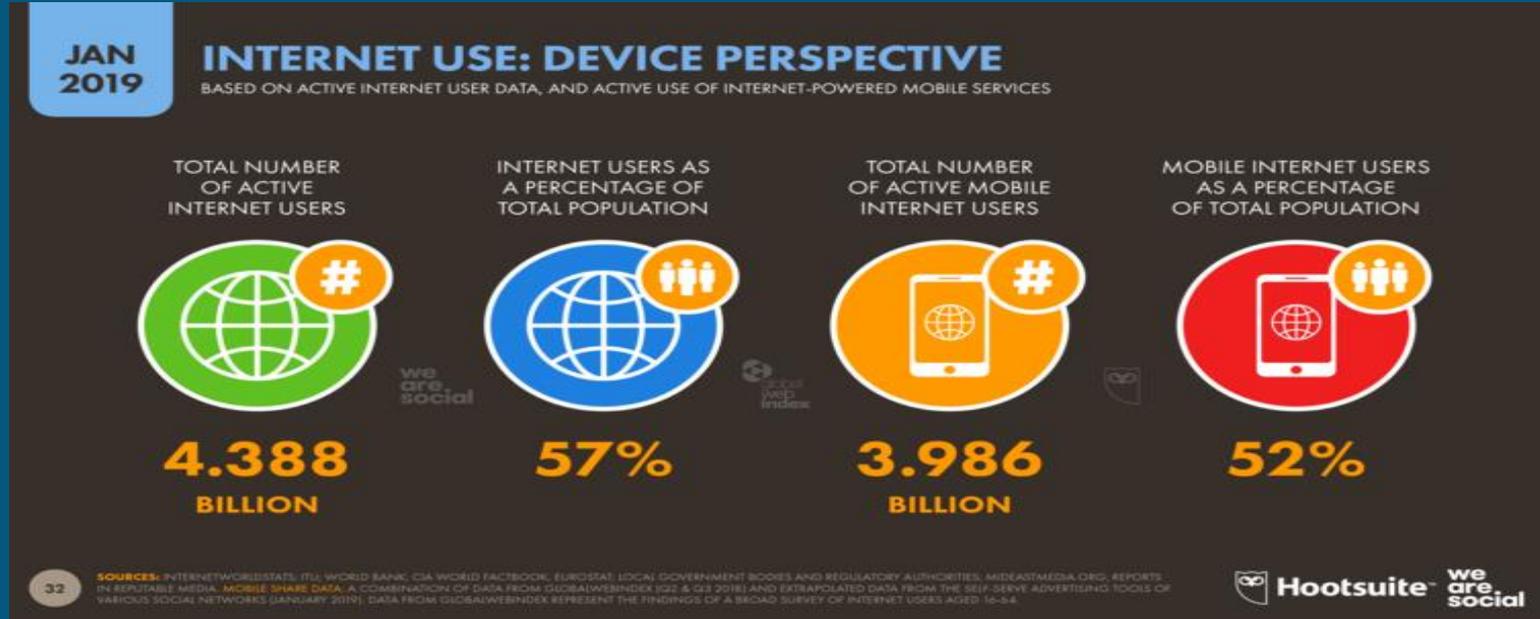


Health: 82% found by mobile



In 2018 Mobile accounts for 52.3% of all web traffic globally [Source: statista.com]

Mobile Internet Tipping points

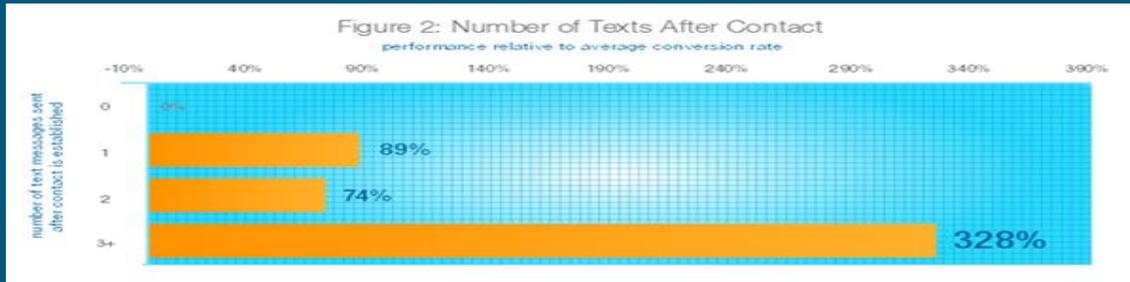


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Why invest in Text/SMS Marketing?

- **Mind-Blowing SMS Marketing Statistics**



#text messages sent after initial contact and opt and conversion rates
More texts=more conversions

Source: CrazyEgg.com

- While not everyone has a smartphone with internet access, 5 billion people in the world can send and receive SMS messages.

- 75% of consumers are OK with receiving SMS messages from brands (after opting in).
- SMS messages have a whopping **98%** open rate

Why invest in Text/SMS Marketing?

- We also know that email open rates peak at about 24%. What about IMs and SMS messages? **A whopping 85% of text messages are opened within 5 minutes of receipt.** And unlike email marketing, it is much easier for your customers to opt out of sms marketing than it is for them to opt out of email marketing
- What this means for you is that SMS Marketing is not spammy as it used to be a couple of years back.
- **Mobiles have become one of the biggest platforms for marketing**
- The number of mobile phone users has nearly tripled over the past decade with over 5 Billion people using a mobile phone in 2018. With more mobiles in hands, the effectiveness of SMS software is rising.

Why invest in Text/SMS Marketing?

- More businesses are now turning to SMS as their desired choice of mobile marketing. Coca-Cola now spends **70%** of their mobile marketing budget on SMS services.
- Sending SMS online has become particularly effective for reaching younger audiences. A study conducted by One Reach found that 85% of students preferred SMS as a customer service option.
- High rates amongst these younger audiences suggests that the effectiveness of SMS marketing is likely to continue to grow.
- There is a **45%** response rate for SMS messages (email has just 8%), but more importantly, the interaction with these texts is also significantly higher than other marketing tools. FunMobility recorded a click-through rate of **36%** after moving to a bulk SMS service whilst email click-through rates remain at just 3.4%.

Why invest in Text/SMS Marketing?

- **Direct method of marketing**

- The effectiveness of a marketing campaign is often dependent on how direct it can be. 1 in 5 e-mails sent from a commercial address end up in the junk folder or are blocked entirely. Contrastingly, online SMS services can reach almost anyone with a mobile phone and are read on average within **90 seconds** of being received.
- Research shows that SMS open rates are as high as **98%**, compared to just 20% of all emails. And, on average, it takes 90 seconds for someone to respond to a text and 90 minutes to respond to an email.

Why invest in Text/SMS Marketing?

- **Mind-Blowing SMS Marketing Statistics**

- **Text messages have a 209% higher response rate than phone, email, or Facebook**
- **90% of SMS messages are read within 3 minutes.**
- **Consumers redeem SMS-delivered coupons 10 times more than other types of coupons.**
- **Promotional SMS drives CRM**
The report also found that retailers embracing promotional SMS programs with fixed time frames and strong calls to action typically see a 23.3 percent conversion rate for their ongoing mobile CRM initiatives.

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Text/SMS Campaign Measurement

Delivery Rate:

% of messages successfully delivered

Open Rate:

Exceeds 98% compared to 22% e-mails, 29% tweets and 12% Facebook

Opt out Rate:

Better targeting and split testing SMS campaigns can help decrease opt out rates

Click through Rate:

Average of URL's included in SMS messages 19%, compared to just 4% CTR for e-mails*

Conversion Rate:

Proportion of visitors who take action e.g. Purchase, sign-up, phone call, page view

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Permissions and Opt in essential for Compliance

Privacy Principles and GDPR Compliance

- Whenever requesting a mobile phone number for promotional purposes marketers should always inform and request permission from consumers that they will be receiving SMS messages from a short code based programme
- Under European GDPR Laws and guidelines Consumers must "opt in" to receive such promotional messages
- This raises 2 important challenges:
 - 1. How do clients "opt in" to receive promotional texts in their MINDBODY account?
 - 2. How to communicate to clients the need to "opt in" to receive these promotional texts?

Permissions and Opt in essential for Compliance

A few words on GDPR

GDPR: General Data Protection Regulation (EU)-What are the key points?

1. Lawful, fair and transparent processing
2. Limitation of purpose, data and storage
3. Data subject rights
4. Consent
5. Personal data breaches
6. Privacy by Design

Companies should incorporate organisational and technical mechanisms to protect personal data in the design of new systems and processes; that is, privacy and protection aspects should be ensured by default.

The companies that process personal data are asked to process the personal data in a lawful, fair and transparent manner.

The companies are expected to limit the processing, collect only that data which is necessary, and not keep personal data once the processing purpose is completed.

The Right to be forgotten. The data subjects have been assigned the right to ask the company what information it has about them, and what the company does with this information.

As and when the company has the intent to process personal data beyond the legitimate purpose for which that data was collected, a clear and explicit consent must be asked from the data subject.

The organisations must maintain a Personal Data Breach Register and, based on severity, the regulator and data subject should be informed within 72 hours of identifying the breach

Permissions and Opt in essential for Compliance

A few words on GDPR

7. Data Protection Impact Assessment
8. Data transfers
9. Data Protection Officer
10. Awareness and training

To estimate the impact of changes or new actions, a Data Protection Impact Assessment should be conducted when initiating a new project, change, or product.

The controller of personal data has the accountability to ensure that personal data is protected and GDPR requirements respected, even if processing is being done by a third party.

When there is significant processing of personal data in an organisation, the organisation should assign a Data Protection Officer.

Organisations must create awareness among employees about key GDPR requirements, and conduct regular trainings to ensure that employees remain aware of their responsibilities with regard to the protection of personal data and identification of personal data breaches as soon as possible.

Permissions and Opt in essential for Compliance

Penalties for non-compliance with GDPR



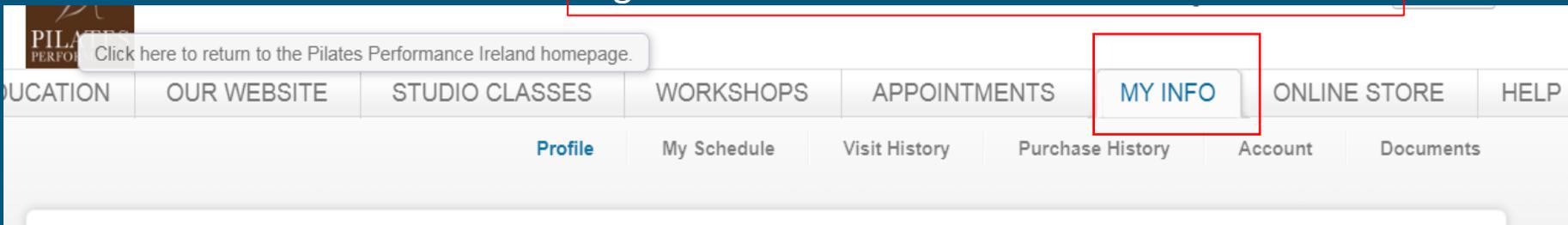
- **What is the maximum administrative fine under the GDPR? There are two tiers of administrative fine that can be levied as penalties for GDPR non-compliance: Up to €10 million, or 2% of annual global turnover – whichever is greater; or. Up to €20 million, or 4% of annual global turnover – whichever is greater.**

Permissions and Opt in essential for Compliance

Privacy Principles and GDPR Compliance

1. How do clients "opt in" to receive Promotional texts in their MINDBODY account?

Sign in to Consumer account > Go to MY INFO

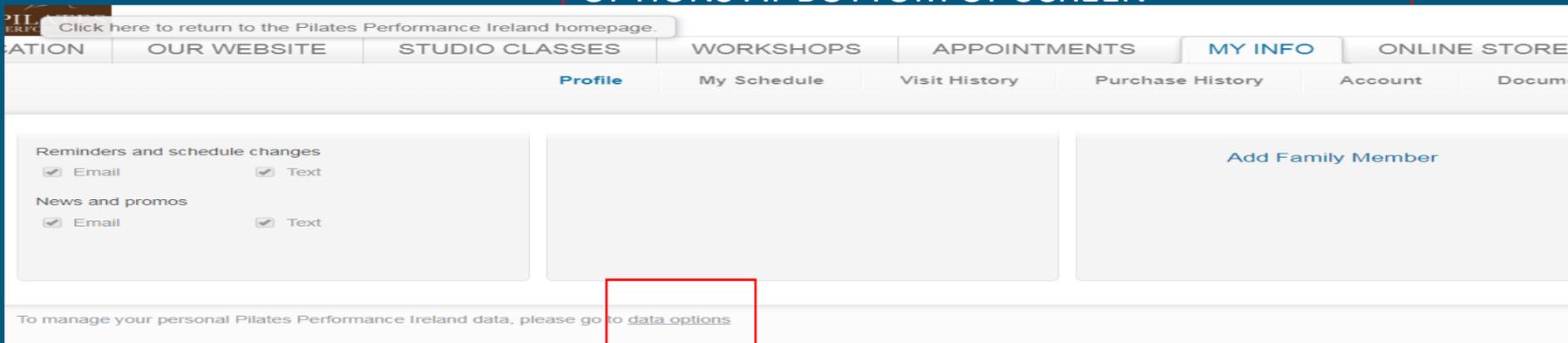


Permissions and Opt in essential for Compliance

Privacy Principles and GDPR Compliance

1. How do clients "opt in" to receive Promotional texts in their MINDBODY account?

2. Go to MY INFO > PROFILE, THEN > DATA OPTIONS AT BOTTOM OF SCREEN



Permissions and Opt in essential for Compliance

Privacy Principles and GDPR Compliance

1. How do clients "opt in" to receive Promotional texts in their MINDBODY account?

3. Go to COMMUNICATION PREFERENCES AT TOP LEFT OF SCREEN

The screenshot shows a web interface for managing communication preferences. At the top, there are two tabs: "Communication preferences" (highlighted with a red box) and "Data options". Below the tabs, the heading reads "What should Pilates Performance Ireland send you?" followed by the text "Manage subscriptions for Test at reception@ppireland.com and (087) 670-5813." There are two columns of checkboxes: "Email" and "Text". Under "Email", there are two checked boxes for "Account Management" (Important info about your account) and "Schedule Updates" (A heads-up before bookings or when your schedule changes). Under "Text", there are two checked boxes for "Account Management" and "Schedule Updates".

Permissions and Opt in essential for Compliance

Privacy Principles and GDPR Compliance

1. How do clients "opt in" to receive Promotional texts in their MINDBODY account?

4. Ensure News and Promos box is ticked

Manage subscriptions for Test at reception@ppireland.com and (087) 670-5813.

Email	Text	
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Account Management Important info about your account
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Schedule Updates A heads-up before bookings or when your schedule changes
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	News and Promos ¹ Updates on events and our latest offers

Permissions and Opt in essential for Compliance

Privacy Principles and GDPR Compliance

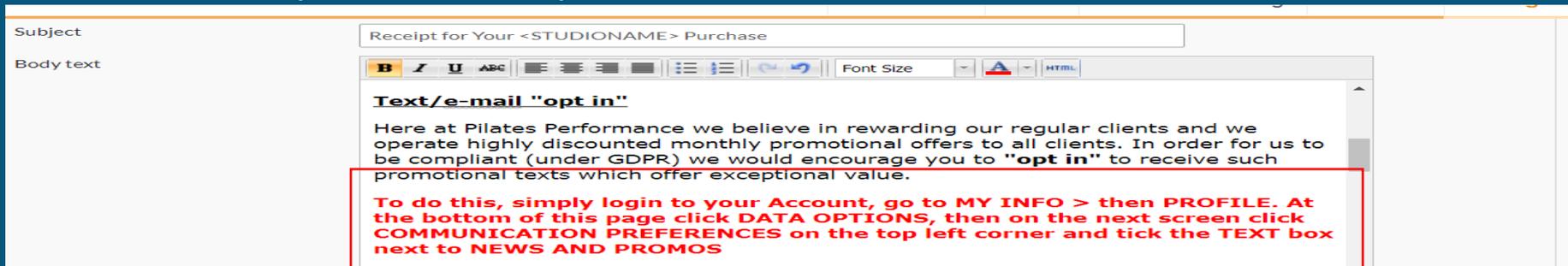
[LIVE DEMO](#)

Permissions and Opt in essential for Compliance

Privacy Principles and GDPR Compliance

2. How to communicate to clients the need to "opt in" to receive these promotional texts?

1. Ensure all Automated e-mails contain instructions on how to opt in to receive promotional texts



The screenshot shows an email editor interface. The subject line is "Receipt for Your <STUDIO NAME> Purchase". The body text area contains the following content:

Text/e-mail "opt in"

Here at Pilates Performance we believe in rewarding our regular clients and we operate highly discounted monthly promotional offers to all clients. In order for us to be compliant (under GDPR) we would encourage you to **"opt in"** to receive such promotional texts which offer exceptional value.

To do this, simply login to your Account, go to MY INFO > then PROFILE. At the bottom of this page click DATA OPTIONS, then on the next screen click COMMUNICATION PREFERENCES on the top left corner and tick the TEXT box next to NEWS AND PROMOS

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Live Text Campaign building

Let's build a LIVE "end to end" Text campaign using MINDBODY and a specialist bulk Text Marketing platform

[Live Demo](#)

Live Text Campaign building

Some Tips.....

- As with all Marketing campaigns it is essential not to use one sole channel or route to market...a multi-channel approach to continually reinforce your message/offer is crucial
- Follow up your text campaign by using Push Notifications using your Branded APP (Free!). I would recommend at least 4 over the period of a day, with strong CTA: ***"Last chance to buy our text offer...ends midnight 2night!"***
- Do not include your phone number!

Live Text Campaign building

Some Tips.....

- **Your message via Branded App can also be pushed to your Facebook and Twitter pages**
- **Campaign timing is also important...what is the best time to send the message? From some extensive A/B testing I believe the best time for our audience is 9.30 am, which allows for several follow up "push notifications" during the day**
- **More about Branded App, Branded Web, Links and Promotions in tomorrow's presentation.....**

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Review and Analysis

Let's look at some actual campaign results using
MINDBODY Reports

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THANK YOU!

REVIEW

Q & A

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Step by step "How to video"

<https://digitalmind.ie/blog/how-to-generate-immediate-online-revenue-with-a-smart-3-click-text-sms-campaign/>

