

Text Message Advertising – This Works! Instant Gratification: Here Now!

Business owners know that it's not enough that customers KNOW about you, they also have to THINK about you. So you advertise. But the problem with that is that it's very hard to see where your advertising dollars are working best. People try offering promotions, "mention code AOZ987", "say you saw it in..." and other methods, but what if there was a marketing tool that could not only deliver a solid return on your advertising dollar, but also allow you to pinpoint when and where your customers heard about you?

Consumers see ads and think, "Oh, I have to go take advantage of that sale," but by the time you get around to it, it's too late. You've forgotten the ad, missed the sale, and neither you nor the business owner is happier.

Welcome to the future. Now there's a way for *businesses* to reach their desired clientele and turn those contacts into sales, and for *consumers* to take advantage of the best deals businesses are offering.

Ads2Cell is a mobile marketing firm that offers a robust text-messaging platform to help identify interested customers and pass on your most-compelling marketing messaging to them, bringing them in the door or having them ring your phone.

Here's how it works: A business owner places a sign in the window, on a dining table, near the register, or in print or electronic media offering consumers a special incentive for sending a text message and opting in to a "preferred customer" group. The consumer texts the appropriate term or textword, and instantly receives a text back good for a discount, free item, or just welcoming them to the group. Now, whenever the seller wants to notify his or her customers about a promotion, that customer can receive a text message – brief and to-the-point - so they can take advantage of it.

Let's see an example: *Judy and Sara meet for lunch at Benny's bagels. They haven't seen each other in ages and they have a great time reminiscing and catching up. Judy notices a sign on the table that says, "Text 'Benny' to 71441 for a free cup of our world-famous hot chocolate."*

Intrigued, she pulls out her phone and texts the word 'Benny' to 71441. An instant later, she gets back a text that says, "Show this to the cashier for your free cup of cocoa, and thanks for being a Benny's customer." She heads to the cashier with her phone, shows it to him, and comes back to the table with a steaming cup of chocolaty goodness. Talk about instant gratification!

But it gets better. When Benny's has a sale the next week, Judy gets a text message, "Today Only – Bialys 3 for \$2, plus Buy One Hot Chocolate get One Free." "Hmmm, I like Bialys," she thinks, "and I haven't had one in ages. Maybe I'll swing by, and call Sara to see if she wants to meet me. We can share the cocoa BOGO!"

Judy begins to notice more businesses making use of texting. Her school creates a text list for cancellations. Wow! No more 6am wake-up calls on snowy mornings. Just a quiet text message she can check, without going to a computer, that lets her go back to sleep. Her mechanic texts her to remind her about her car's inspection, and she is thrilled to get a text that a new shipment of outfits just arrived at her favorite clothing store.

Ads2Cell can help you tell customers about new products, promote loyalty, ask their opinions, and so much more. Find out how you can take your marketing to the next level, the one where it gives you instant gratification. Call 845-520-9777 now, visit at ads2cell.com, or just text us!

