



Make Call Loop Your Text Message Marketing Company

Call Loop gives you endless tools to help you with SMS text message marketing

- Import contacts easily through our import wizard
- Customize keys words and personalize SMS text messages online
- Send SMS text messages to personalized lists of group subscribers
- Use our analytics & reporting to instantly view statistics in real time to help you understand which SMS marketing campaigns are performing
- Set up auto responders to follow up with subscribers at specific times

How SMS Text Messaging Marketing Improves Business

Call Loop is a text message marketing company that will greatly improve your business. Here are three ways you can drive sales through texting marketing:

#1 Increased Sales Productivity

You can now instantly send a message to all of your contacts in an instant. Without wasting time sorting through contacts or emails, you have more time to focus on other aspects of your business.

#2 High ROI

The cost for contacting your customers through text messaging marketing is much lower than traditional advertising.

#3 Deliver at the Perfect Moment

Whether right away or at a scheduled time, your message will reach your customers at the exact moment it benefits your SMS marketing campaign.

Text Message Marketing Benefits

Call Loop is a step ahead of other text messaging marketing companies for its many functions. Here's why:

- **You Can Now Reach Everyone**

While only smart phone users can access email, all mobile devices can receive texts

- **Contact Subscribers Instantaneously**

Texting marketing notifies and alerts users immediately, unlike email, which needs to be open, clicked and refreshed

- **Have Complete Control Over Your Message**

Call Loop's SMS text messaging marketing allows you to schedule an exact time to deliver the perfect message at specifically the right moment

- **Drive Traffic to Your Website**

Promote your landing page and websites by earning clicks and starting more conversions.

- **Reward Your Subscribers**

Send discounts, SMS coupons and special offers to your loyal customer base.

- **Advertise Special Offers**

Send SMS coupons with discounts offered for a limited time. When time is running out, customers are more likely to purchase.

- **Keep In Touch**

Text your subscribers with updates on new products and services. They'll love being first to know about the latest features and availabilities.

- **Promote Events**

Announce upcoming events, sales or conferences to your customer base, even make exclusive offers by creating individual lists.

SMS Broadcasting Tips

Call Loop is distinct among text messaging marketing companies because we can ensure high ROI – but we also offer tips to ensure success while your texting for marketing:

- Plan Your Text Message Marketing Campaign
 - Although your customers have opted-in, you don't want to overwhelm them. We recommend sending 2-4 texts per month.
- Avoid Texting Too Often
 - Over-using your texting marketing is likely to frustrate customers and may lead to them opting out of your subscriber list.
- Use Normal Business Hours
 - Schedule text messages to be delivered at normal business hours. Never send SMS at odd times – no one wants to be bothered first thing in the morning or in the middle of the night!
- Always Provide Value
 - Reward your subscribers by offering deals and notifying them of sales and events they may miss out on if they hadn't opted in.
- Keep It Simple
 - Create a short and concise text for your subscribers with a clear point and call to action. Avoid overuse of text shorthand that may confuse or deter your customers.
- Respect the Rules
 - Be sure to inform your subscribers that text messages are subject to data and usage rates and provide subscribers an opt-out option.