



## **Autoresponders**

Create SMS auto responders and set up automated multi-channel drip campaigns with both voice and text. Send immediate messages to new subscribers, plan follow up messages to existing customers or schedule unique messages to go out at a later time.

### **Automated Text & Voice Messages**

Easily combine both text and voice messaging into your follow-up SMS autoresponder. Send a text immediately, then three days later – a voice message!

### **Unlimited Messages**

Create as many autoresponders as you'd like. There is no extra fee or hidden charge for the amount of follow-ups that you are able to create.

### **Customized Scheduling**

Select exactly when and what time you want your voice and text message autoresponders to be delivered. Customize your exact settings and specific delivery times.

### **No Manual Sending Necessary**

Our unlimited autoresponder software delivers your voice broadcast and text messages automatically.

### **Personalize Your Text Messages**

Personalize your text messages with your subscribers' first name, last name – even customize fields for greater personalization.

### **Set Your Own Delivery Hours**

Easily specify which times to send your follow-up messages to increase your open rate or to ensure it's during regular hours.

## **What is a Multi-Channel Drip Campaign?**

Nowadays, with endless technology and most households having more screens than family members, there are many ways to reach people. So why bother just using one channel? With Call Loop, you can reach customers through voice broadcasts and SMS broadcast messages, and integrate them into other marketing channels such as emails and social media. By scheduling auto responder text messages, also called a “drip campaign”, you can follow up and keep in touch with subscribers each day in a different and refreshing way.

## **Example of Text Autoresponder Marketing Campaign**

### **The Sandwich Shop**

#### **Day 1 – Welcome Message**

- Your first SMS autoresponder should be sent immediately, welcoming your new subscriber and thanking them for joining your text message auto responder campaign.
  - EXAMPLE:
    - “Thx 4 signing up 4 specials w The Sandwich Shop! Show this txt for FREE sm drink! Rec ^2 4 msg/mo. Msg & Data rates may apply. Text ‘STOP’ 2 stop”
  - NOTES:
    - The first text message auto responder should include what they can expect from the campaign i.e. number of messages they’ll receive and that the text autoresponders will provide value they wouldn’t otherwise get
    - Don’t forget, you must include the phrase “Msg & Data rates may apply. Text ‘STOP’ 2 stop” in your first message.
    - Call Loop will automatically include “Text ‘STOP’ 2 stop” in all your text auto responders, giving subscribers the opportunity to opt-out whenever they’d like.

#### **Day 3 – Special Offer #1**

- It’s best to skip a day as to not give the impression that they will be bombarded with texts all the time, so we recommend sending your follow-up SMS autoresponder 2 days later. Because The Sandwich Shoppe is a

restaurant selling a product, it's smart for the to offer another benefit to having subscribed.

- EXAMPLE:
  - “It’s almost lunchtime! Getting hungry yet? Show this txt & receive FREE chips w your sandwich! Good 4 today only!”
- NOTES:
  - Call Loop allows you to schedule your SMS autoresponder at an exact time, therefore The Sandwich Shop can set this text message auto responder to be sent 2 days later at exactly 11:30am – right before lunch!

## **Day 8 - Special Offer #2**

- It has now been one week since your subscriber has joined the drip campaign, and this is a great time to remind them of why they joined. The Sandwich Shop is going to reward their subscriber with another benefit.
  - EXAMPLE:
    - “Thx 4 being a loyal customer @ The Sandwich Shop! Show this text 2 receive 25% OFF your entire order!”
  - NOTES:
    - If your subscriber hasn’t opted out, give them a treat! They’ve come this far, so why not give them a better offer without a restriction this time? This kind of text message auto responder is a great way to make your subscribers feel special and can turn a sometimes-customer into a regular!

## **Day 31 – Lasting Value**

- Your loyal subscriber has now come with you this far and as the last text autoresponder of this drip campaign, it may be time to create lasting value. The Sandwich Shop has decided to create a way for their customers to return at least weekly.
  - EXAMPLE:
    - “Great news! The Sandwich Shop is now presenting Turkey Tuesdays! Just say “TURKEY” 2 us & all turkey sandwiches are BOGO!”
  - NOTES:

- This may be the last text autoresponder of the campaign, but that doesn't mean the customer loyalty has to end. The Sandwich Shop rewarded subscribers who stuck with them and didn't opt out, and now they also never have to worry about throwing out old turkey!