



## **Group Messaging**

Manage an SMS marketing list and send a group text message or voice broadcast to thousands of phone numbers in just a few clicks. Quickly send out your group SMS to all of your contacts.

## **Import Contacts Easily**

Upload thousands of phone numbers with our simple import wizard. Delete, unsubscribe and prune your list at any time.

## **Personalize Your Messages**

Add merge fields, insert links and add specific calls to action to your text message to enhance its performance.

## **Send Your Messages Quickly**

Quickly write your text promotions, SMS coupons or voice broadcasts and send them out in just a few minutes.

## **Group Messaging for Businesses**

- **Promote Sales Events & Discounts**  
Send bulk text messages to subscribers to promote specials and limited time offers
- **Collect Feedback with Mass Surveys**  
Gather critical feedback from customers and shape your business by sending out mass surveys.
- **Distribute Coupons**  
Reward your loyal customers by sending discount vouchers and texting SMS coupons directly to their mobile phones.

- **Create Individual Groups**  
Reliably and quickly contact your entire staff, mobile workforce or customer base with just a couple easy clicks.
- **Keep In Touch**  
Send notifications, alerts or important company info to all staff members around the world.
- **Promote Your Mobile Websites**  
Include links to your mobile-friendly landing pages or websites.

### **Group Messaging 101**

There are many uses for creating lists that categorize different groups of people that your business may need to get in touch with at any given point. Call Loop's text messaging software can help you review and sort contacts into different lists at the click of a button.

- **New Subscribers** – Reward contacts who have opted in to your text to join campaign by sending them a special offer or SMS coupon right away.
- **Existing Customers** – Keep in touch with your loyal customers and let them know you care. Offer friends & family discounts to your VIP subscribers and let them know that they're important to you.
- **Clients** – It's always important to be in touch with clients and keep them up to speed on the happenings and availability within your business
- **Staff** – People are always on-the-go and this surely includes employees. Whether they're on-site or off making a sale, group messaging is a perfect way to get your message across exactly when you need them to know.
- **Contractors** – You may have people working for you all over the world, but with group messaging, everyone receives your notification at the exact same time.

## 5 Ways to Use Group Messaging

**#1 Text Promotions** Everyone loves a deal and no doubt that is the reason your customers have decided to subscribe. Reward them by setting up a group message that creates interest in a specific promotion or builds interest in an upcoming event.

**#2 Big Events** Whether it's a special sales event or an actual physical event, you can use group messaging to let people know right away. Use the different lists you've created to make the event as inclusive or exclusive as you'd like.

**#3 SMS Alerts** Choose a group and send them a message to get in contact as quickly as you need. Let your customers know about a new product or inform your staff of a schedule change as soon as possible. Customers will feel excitement of hearing the news before others, and staff will appreciate the heads up!

**#4 Send Notifications** Use your customized groups to individually address different parties. Not every group necessarily needs to receive the same message. By utilizing group messaging, you can pick and choose the texts your different lists will receive.

**#5 Internal Communications** Use bulk text messages as a way to reach different groups within your company or community. Whether announcing to staff, friends of the company or community, it's easy to use group messaging to reach everyone at the click of a button.

## Benefits to Group Messaging

**Instant Deliverability** With a 98% open rate, sending group messages to your contacts is the best way to reach a sizable audience or large group quickly and effectively.

**Save Time** Stop calling or texting one by one – send a group SMS message to a large list of people in just a few clicks.

**Reach Thousands** Instantly get your group text messages out to thousands of people affordably, reliably and securely.

**Upload Contacts** Easily upload a specific list of contacts and phone numbers to send out targeted group SMS messages and group notifications.

**Low Cost - High ROI** Group Messaging is the perfect option for getting your text promotion, SMS coupon or sales push to an individual group or large group quickly.

**Increase Productivity** Stop wasting time with traditional methods and get in contact with everyone you need to reach at the click of a button.