

SMS Text Message Marketing



"There aren't many of us that use a cell phone just to make phone calls."

- Dan Hesse
CEO Sprint

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SMS (Short Message Service), commonly referred to as "text messaging," is a service for sending short messages of up to 160 characters.

It's Easy:

1. Client provides Anchor with a signed Work Order form.
2. Client submits to Anchor:
 - a. Call to Action Statement
 - b. Campaign Creative
3. Once the message is client approved, the message will be scheduled for deployment. Client will approve date and time.
4. Anchor will provide all tracking reports and provide database management.

For a free consultation, contact your sales representative or Dean Kuzminski at 631-306-9298.

Email:
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Features

- Text messaging is supported by all the major U.S. carriers, including Verizon, Sprint, AT&T, T-Mobile, US Cellular, Virgin Mobile, and Alltel Wireless.
- All interaction is 100% Opt-In.
- Different keywords and sub-keywords for different message types.
- Messages can be linked directly to the Web or phone number for immediate response and interaction.

Examples:

1. Call to action- Text: Sale To: 2222 for Special Promotions and Coupons and to be become a Platinum Member.
2. Campaigns- Thank you for your membership. Receive an additional 10% off this weekend. Use code 54321 at checkout.

Benefits

- 95% of all text messages are read.
- Cost effective strategy.
- Response Rates 4 to 5 times greater than traditional marketing techniques.

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