

# ProTexting Announces SMS Loyalty Program

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Plano, TX 2019

 **PROTEXTING**

[ProTexting](#), a leading SMS marketing service for businesses, is releasing a new [Mobile SMS Loyalty Program](#) that will make it easier for businesses to retain customers. This is a simple system that allows users to sign up by providing their mobile phone number and received points and rewards.



Customer loyalty is one of the biggest challenges facing small businesses. In order to encourage return customers, businesses often introduce rewards and loyalty programs. These programs have traditionally required customers to carry around cards. ProTexting's new Loyalty Program is designed for the mobile and digital age when so many people use smartphones. Signup is simple and there are many automated features making it easy for both customers and business owners.

Once businesses get customers' contact information, they can set up customized campaigns such as offering discounts, sending out notices about new products, or special promotions. **ProTexting's SMS Loyalty Program is a more convenient and technologically advanced alternative to cards customers need to carry around and punch or swipe.** Customers are reminded to check in themselves using

their smartphones, so there's no need for employees to take the time to do this. This saves time for both employees and customers.

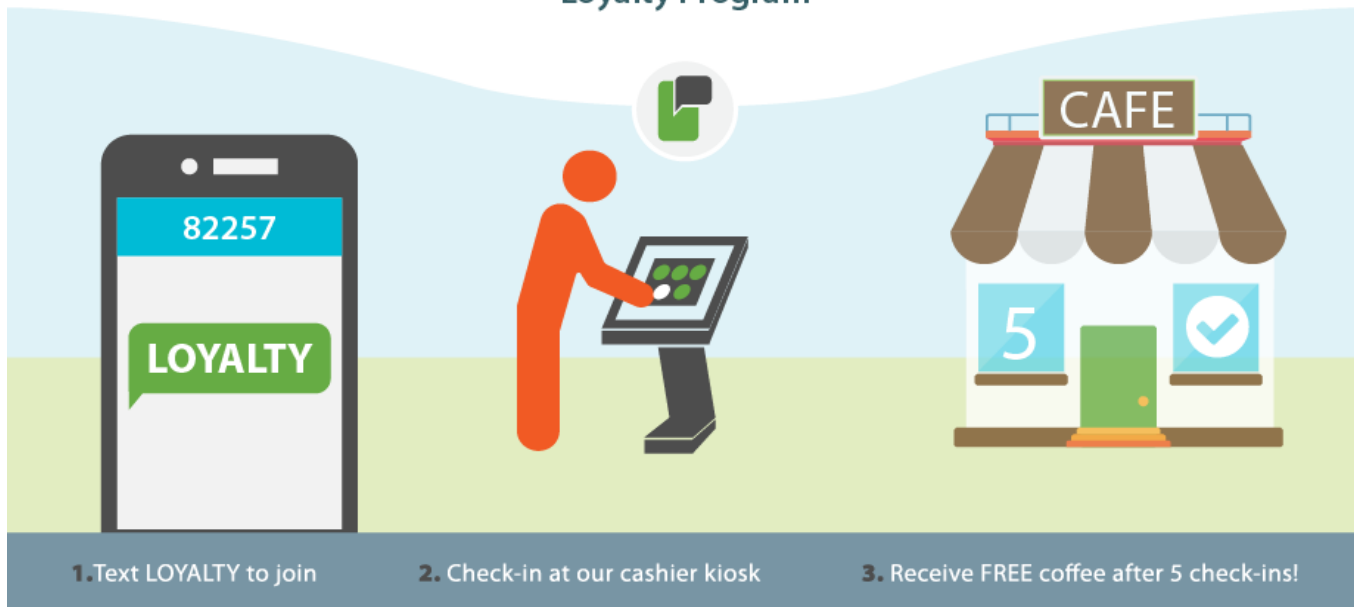
Some of the ways that businesses can reach out to customers include:

- Sending messages via text or MMS.
- Outreach to customers who haven't been active.
- Reminders when customers are eligible for rewards.
- Incentivize referrals.
- Remind customers to leave reviews.
- Send SMS greetings and special rewards for holidays and birthdays.

The SMS Loyalty Program is one of many apps and features that ProTexting provides to businesses to engage with customers.

ProTexting, based in Plano, was founded by CEO [Kalin Kassabov](#) and CTO [Petar Kassov](#). The first company to offer a suite of [SMS marketing tools to businesses](#) comparable to mobile apps offered by Android and iTunes.

## Loyalty Program



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