
A Guide to:

TEXT BROADCAST

Send bulk SMS and reach thousands instantly.





CallFire is a cloud-based communications solution designed to save your business time and money. With CallFire's powerful voice and text messaging services, you can reach your customers instantly!

WANT TO SEND A TEXT MESSAGE AND REACH YOUR CUSTOMERS RIGHT IN THEIR POCKET?

Text Broadcast allows for two-way communication with a large audience, no matter where they are located.

This guide will introduce you to the CallFire Text Broadcast product, explain some of the important features, and give you an idea of how to make the most of this product.

Clients have also bundled Text Broadcast with other CallFire products:

Interactive Voice Response (IVR) to route inbound calls to the right person.

Voice Broadcast to deliver personalized voice messages by phone.

Call Tracking to purchase local and toll-free numbers and track their effectiveness.

CallFire also offers **Cloud Call Center** to power dial through your list and reach contacts in seconds.

With CallFire, you'll reach more people in a shorter amount of time.

Getting Started with

TEXT BROADCAST

Regardless of what you want to send out -- promotions, discounts, updates, or notifications -- text marketing enables you to reach thousands instantly. Mass 1-to-1 text marketing services can be used across industries, from insurance to finance, real estate to fitness. It has become so common that every business, no matter what industry, can send text messages to their customers.



WHAT IS TEXT BROADCAST?

Short Message Service (SMS) is the text messaging service component of mobile communication systems. With SMS, you can send messages containing up to 160 characters to other devices. Longer messages will automatically be split into several parts. 99% of all cell phones support this type of text messaging.

For Example:

EFFECTIVE SOLUTION FOR EMERGENCY NOTIFICATIONS



Streamlined and effective procedure that reached nearly 100% of the community.

An 2008 addition to the Clery Act requires universities to send notifications to their students and staff in the event of an emergency. Southern Wesleyan University (SWU) approached CallFire to meet these requirements as university administrators were concerned about the time and cost required to reach all members of the community, and to maintain a current list of those members. In addition, they were

worried about having the resources required to quickly reach out to the entire student body.

Joe Brockinton, VP of Student Life, contacted CallFire and explained these concerns. Text Broadcast was identified as the best solution to instantly reach so many people. CallFire's software provided Joe's staff with a simple technology that facilitated instant communication with the student body.

After consulting with CallFire, Joe used student body meetings, brochures, and emails to get his students to "opt in" -- give consent -- to receive such messages. Students and staff actually felt more comfortable receiving text alerts because they were able to opt out with ease.

Joe has since used CallFire to send his students emergency notifications about tornado watches and warnings.

To read the full case study, visit: www.callfire.com/case-studies.

COMPLIANCE



- ✔ Only send text broadcast campaigns to contacts who have provided explicit consent.
- ✔ Make sure you provide recipients with a quick and easy way to opt out of your campaigns.
- ✔ Visit www.fcc.gov for more information on government regulations.

BEST PRACTICES

Quality

Create short, high-quality texts that are no longer than 160 characters, so as to maintain customers' attention.

Timing

Never text early in the morning or late at night. Try to text in the late afternoon or evening when recipients are likely to respond to your call-to-action.

Identity

Include your organization name in the beginning of your texts so your identity is clear to your recipients.



GETTING CREATIVE WITH TEXT BROADCAST

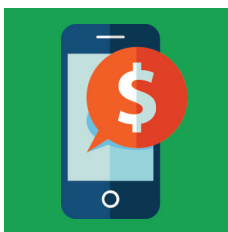
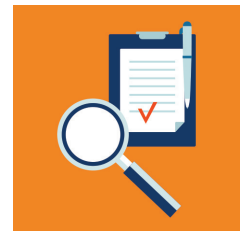


Text Messages or Voice Messages?

Allow your contacts to choose their preferred means of communication for notifications. Some will prefer the convenience of a text, while others will opt for a traditional phone call. Allowing your recipients to choose lets them know their preference is important to you!

Sophisticated Surveying

An automated Text Broadcast could prompt an automated phone call that links to a customized IVR inviting recipients to participate in an automated survey. This sophisticated technique allows for text message recipients to provide valuable feedback at a time convenient for them.



Enrich Your Message Content

It can sometimes be tricky to get everything you want to say in those precious 160 characters. Try adding a URL that links to online content to add value to your customers' experience. Not only are you enriching the message by providing more content, you're also sending vital traffic to your website and media.

Not sure how Text Broadcast works?


TRY IT OUT FOR FREE NOW!

- 1 Text "TRYTEXT" to 67076
- 2 Instantly receive an SMS broadcast from us!
- 3 Sound good? Sign up for free!



CONTACT US TODAY!

In this guide, we've explored some of the great features and uses of Text Broadcast. This guide is by no means exhaustive, so please contact us to discuss how CallFire can work best for you.



LET'S CHAT

We'd love to talk to you. Connect with CallFire on:

WEB

www.callfire.com

CALL

855.992.3335

TEXT

SMS to 67076

EMAIL

social@callfire.com

JOIN THE CONVERSATION

