



SMS STARTER KIT

Everything you need to know to get started
with SMS marketing.

GET PERSONAL

Your customers are looking at their phone, on average, 150 times a day. Make sure you are there to greet them.

If you're looking for a way to communicate and engage with your customers, SMS is the perfect cost-effective solution.

More than 97% of text messages are opened and read within minutes of receipt. With this many eyes on your marketing, make sure you take the time to deliver the right message.

Avoid txt spk. U may thnk its cool 2 txt like this, but does it really reflect your company image? It's also difficult to read.



CFFASHION

Hi there, welcome to the CF Fashion SMS List. For exclusive sale alerts and updates, reply "YES" to opt in.

Yes

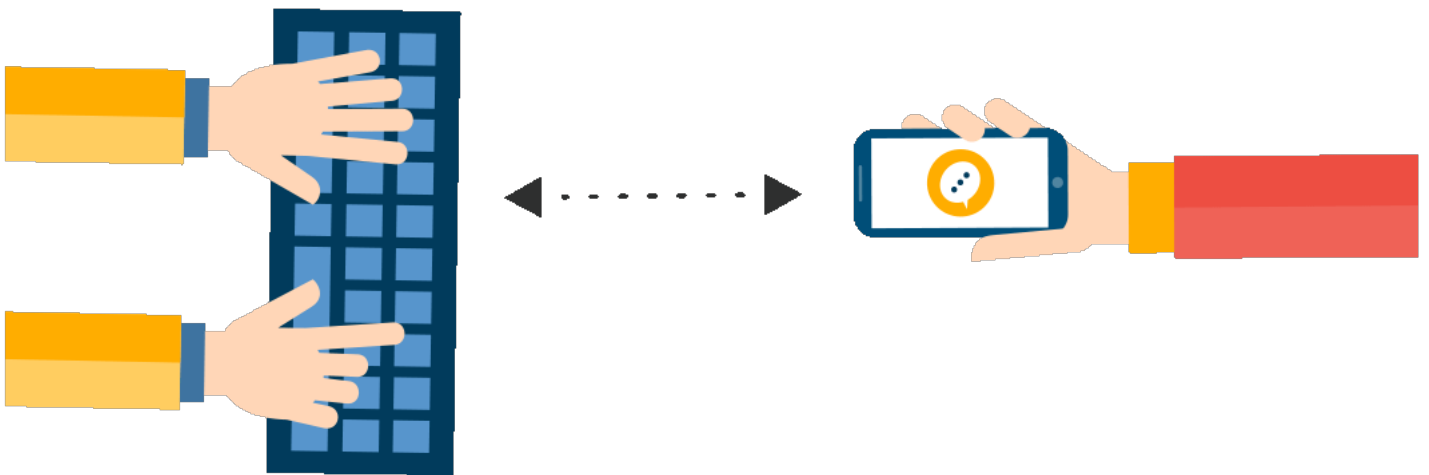
Add some personality

If you're reaching out by text, make sure you communicate with your customers the same way you would if they walked into your shop. Demonstrate your outstanding customer service skills with a friendly and personal text.

Short, simple and full of personality!

LOG IN AND SEND

Your message delivered...at the touch of a button!



Sending messages with CallFire is simple. Our easy-to-use online SMS software allows you to log in from anywhere, on any device to send text messages to individuals or large groups.

Simply create an account on the CallFire website, select a list of contacts, write a message and click SEND! That's all it takes to get started with SMS marketing.

From there, the possibilities are endless...

Be creative with personalizing your content or be efficient by scheduling messages in advance – our online system gives you all the tools you need to manage your SMS marketing campaigns.

A Note on Compliance

You can only send text messages to contacts who have provided explicit consent. And 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.

COLLECT CONTACTS

Building your database of loyal customers is really easy with SMS. All you need is their consent.



Forms

It's easy to collect mobile phone numbers for your campaigns. Pop a basic form onto your website or Facebook page inviting your visitors to give their mobile numbers for "insider" content sent directly to their mobile device.

You'll quickly build a list of loyal customers. If they like what you have to offer, they'll want to be the first to hear from you. When you market to highly engaged customers, they're likely to respond to your calls-to-action. And because they like you, they're likely to tell their friends.

Keywords

A great way to build a list of contacts is to use an SMS keyword. Advertise your keyword and ask your customers to text in to subscribe to your list.

You can display your keyword on your posters, advertisements, direct mail, email, website – anywhere and everywhere. Then sit back and watch your list grow.

Text HELLO to
67076 to receive
exclusive offers.

Remember to be responsible – visit www.fcc.gov for communication Best Practices.

OPEN UP THE CONVERSATION

SMS is so quick and easy – don't keep it all to yourself. If you really want to engage with your customers, it's got to be a two-way conversation.

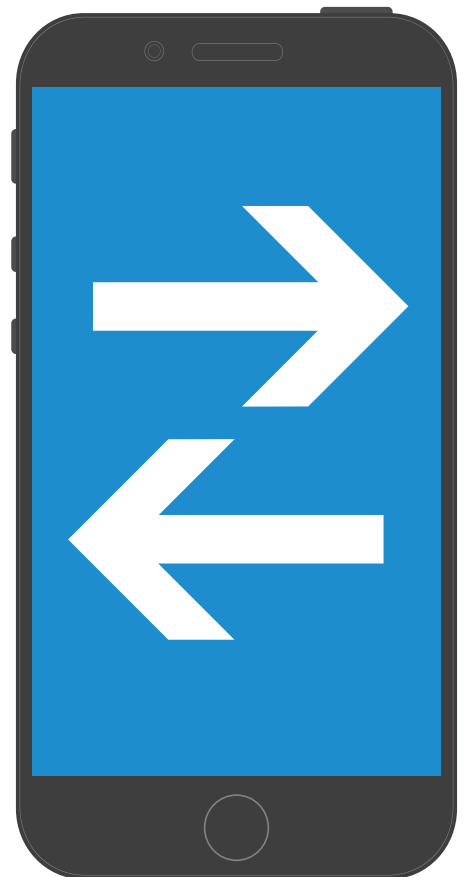
With CallFire, there are two main ways you can let customers text you in an instant:

- #1** Call Tracking Numbers are virtual 10-digit numbers that allow customers to text your account directly for a more personalized communication, on a 1-to-1 basis.
- #2** Keywords on our shortcode 67076 allow customers to text your account and subscribe for special promotions or general information.

Each of these options will let your customers reach you by SMS message sent directly to your CallFire account. You can then view, download and respond to these messages. We can even set up forwarding so that replies are sent to your email.

People can text you for anything. Some popular uses of inbound SMS are:

- ☑ Join your SMS list
- ☑ Book an appointment
- ☑ Request information
- ☑ Enter a contest
- ☑ Vote
- ☑ Receive an on-site promotion
- ☑ Participate in a poll or survey

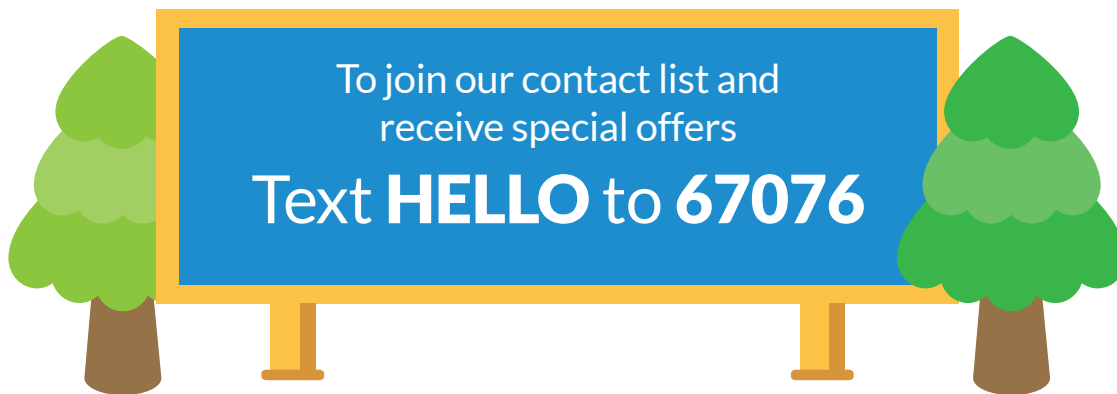


KEYWORDS

CallFire keywords let you engage with your customers 24 hours a day, 7 days a week so that you are never closed for business.

The Perfect Call-to-Action

A keyword is a word of choice that acts as a call to action. Keywords are a fantastic tool for encouraging customers to engage and interact with your brand while also growing your SMS marketing contact list.



You can also set up an auto-reply for inbound texts to your keyword. Auto-replies immediately respond to customers when they text your keyword.

You can also set up a custom keyword for your brand, or create multiple keywords to manage multiple campaigns.

AUTO-REPLY

Auto-responders will add value to your whole customer experience.

When a customer gets in contact on SMS, you can message them right back with an automatic reply to reassure them you're listening.

A graphic showing three speech bubbles. The first is a large orange bubble containing the word "Hello". To its right is a smaller blue bubble. Below the orange bubble is a smaller grey bubble. Below the grey bubble is a large blue bubble containing a longer message.

Hello

Thanks for your text! Ryan will call you shortly with an update on your order. Visit www.cfshop.com to see the new products!

Auto-replies can be set up quickly for all inbound messages, or based on specific campaigns by keyword.

TIME IT RIGHT

Knowing the right time to send your message is crucial to your business. Picking the right time is beneficial to your recipients too.

After a hard day's work the thought of preparing dinner is a little daunting. Have no fear, your phone has just beeped with an SMS offer for 2-for-1 pizzas. Problem solved! This is an example of a perfectly timed SMS.

Take the time to think when your customers will be most likely to choose your product or service – a little thought will go a long way.

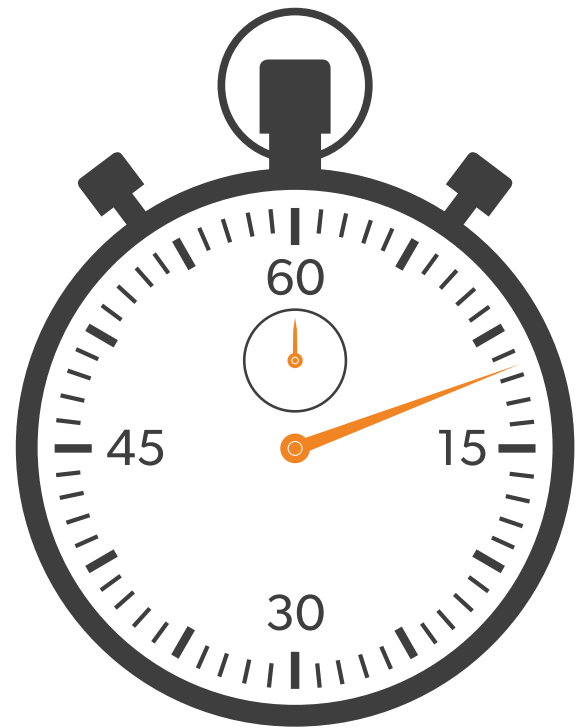
Don't be afraid to experiment with some different ideas. This way you'll find the optimum time and messaging for your business.

Schedule

We know you won't always be able to send your message at the time you want it to be received, which is why we have a scheduling tool to help you time your campaigns just right.

Use our handy scheduling tool if you need to plan your campaigns in advance and ensure your messages are delivered at the right time.

Simply create and schedule your message for the chosen time and the system will automatically send out your message at the date and time you've indicated.



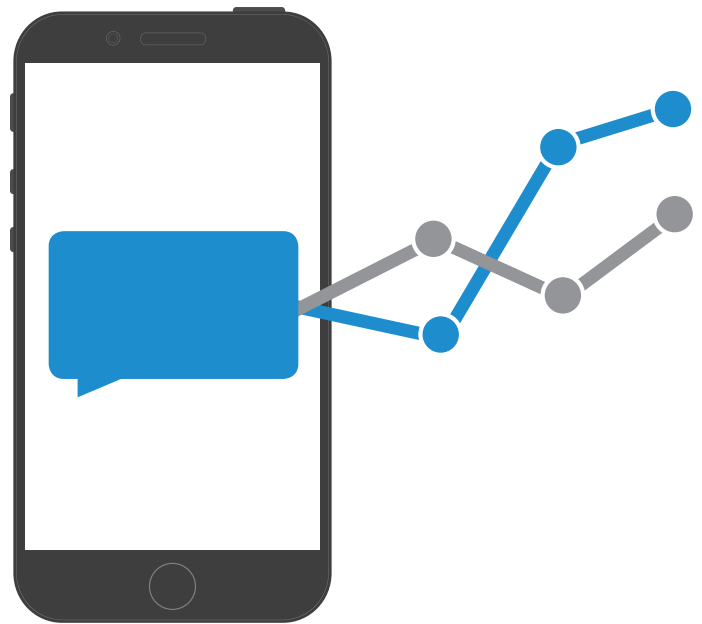
SMS WITH URL TRACKING

This is where you can get really clever with your SMS campaigns.

It can sometimes be tricky to get everything you want to say in those precious 160 characters. Have you thought about adding a URL that links to online content? Adding a link to your message will add value to your customers' experience. And by utilizing third party intelligent URL tracking, you'll be able to see valuable details on your campaign's click-throughs!

Enrich your message content

By including a link in your messages you're offering so much more to your recipients. You can link to restaurant menus, event listings, e-commerce shops and web pages – in fact, you can link to pretty much anything. Not only are you enriching the message by providing more content, you're also sending vital traffic to your website and media.



Use just 20 characters

You might be sending customers to a specific page on your website which has a really long URL (<http://www.reallyreallylongwebsitename.com/even-longer-other-name>). Sure, you'd love to include a direct link for your customers, but you don't want to use up all of your characters! Search online for a URL shortener, and make sure you'll never use more than 20 characters per link. Problem solved—no need to worry about how long your link is.

Track response

Many third party URL shorteners offer intelligent URL tracking that will show you how many click-throughs you get from your campaigns. It gets more intelligent than that – they can also tell you who clicked, at what time and using what device.

WE INTEGRATE NICELY WITH OTHERS

When you're busy running your own company, it can be difficult keeping your customers informed at all stages. SMS can help.

By now we're sure you've become a pro at using your CallFire SMS account. Let's take it one step further and think about integrating SMS into your existing software.

Maybe you run a busy online shop and you want to keep your customers updated on their order status. Perhaps you run a restaurant and want to send a quick reminder so your diners don't forget to show up for their reservation.

SMS is not only effective, it is highly reliable too.

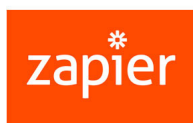
With the CallFire SMS API, you can integrate your CallFire account quickly and easily into your existing system. When an order is placed, let your system automatically notify your customers by SMS or configure your software to automatically send reminders.

Integrating SMS within your application can save you time while boosting your customers' experience.

Communication is key for a successful business.



Existing Integrations



LAST WORD...

If you're looking for a way to communicate and engage with customers old and new, you've found it. SMS is simple, fast and gets results by improving customer service and increasing business.

In this guide, we've explored some of the great features and uses of SMS for your business. This guide is by no means exhaustive, so please get in touch to discuss how SMS can work for *you*.

LET'S CHAT

Don't worry if you still have some questions -- at CallFire we're always talking SMS.

We'd love to talk to you.

Text

SMS to 67076

Talk

877.897.FIRE

Visit

www.callfire.com

Write

sms@callfire.com

Join the conversation

