



SMS Marketing

With consumers opening a staggering 98% of all their SMS messages, compared to only 20% of their emails, and responding to SMS messages within a mere 90 seconds, it's no wonder consumers prefer SMS.

Instant Interaction with Your Audience

Using our SMS Marketing creates an effective and immediate call to action for your organisation. Consumers can simply respond directly by SMS to any of your advertising or marketing campaigns. Inviting them to text a memorable keyword to a shortcode (e.g. 'INFO' to 78070) or long number (e.g. 07890 123456) for more information means they'll receive an instant text reply.

Key Benefits

- Customise automated replies e.g. "One of our team will be in contact soon" for different times of the day
- Set-up new keywords immediately using the online portal
- Clone keywords to quickly assess the performance of different advertising channels
- Receive email alerts when texts are received to gain immediate access to new data
- Access data manually via the web portal or receive automated reports at specified intervals as required
- Add mobile numbers automatically to built-in databases for future SMS promotions
- Integrate our service with your own internal systems

Key Benefits:

- Instantly engage with your audience
- Real-time reporting via the management portal
- Easy to remember short codes
- Integrate our service with your own internal systems



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Make SMS Marketing Part of Your Campaign

With up to 80% of consumers still not receiving SMS marketing messages from their favourite brands, it makes sense to instantly engage with your audience to show them you care, secure their loyalty and gather valuable customer information.

Keywords – Easy to Use

Consumers simply enter a specified keyword at the start of their SMS message, for example 'INFO' to request information or 'OFFER' to request a voucher code. Campaigns can be set up with a single memorable keyword: 'SHAMPOO', for instance, to request free samples of a specific product.

Short Codes – Easy to Remember

You can take advantage of our easy to remember short codes and use them for all your campaign material. Your customers will soon recognise you, your brand and your organisation. Alternatively, you can use our standard 78070 short code number if your chosen keyword has not already been used with this number.

Effective Campaign Management – Easy to Control

All campaigns are managed via our secure web-based portal. You can quickly allocate a keyword to each campaign and create multiple individual response messages. What's more, you can opt to receive email alerts every time someone responds, or view live response reporting via the management portal.

Instantly engage with you audience with SMS Marketing. Speak to the NSL team today.