

How to Get 95% of Your Target Audience to Read Your Ad!



Ted Fabis
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Mobile text message advertising is the fastest growing form of advertising in existence today. With 3 billion cell phones world-wide and nearly a 95% text message read rate, business owners are sitting up and taking notice of this powerful and exciting advertising media.

In fact the New York Times says that “short code text message advertising is the most powerful advertising medium ever invented”

“No other advertising medium approaches the personal relationship consumers have with their mobile devices”

“The key is to gain consumer interest by baiting the hook and providing them with something traditional advertising cannot.”

By providing the advertiser with a short code keyword related to their business and having them encourage their customers to call and register. The advertiser quickly builds a data base of his own customers he can market to at any time. For example a club owner or restaurant owner may hand out cards or post a message like —”Become a VIP Member and receive discounts and drink specials text the word “go demo” to 77577 to join”.

Once the customer completes the text, his cell phone number is placed in the advertisers data base, the customer then receives a welcome text welcoming him to the VIP club and extending him an offer to come into the advertisers business. Future text message offers and coupons can be sent out by the advertiser by simply logging into their back office site and composing an offer and sending it out. This can also be pre-programmed to run on its own weekly, monthly, or at any frequency the advertiser wishes.

Potential advertisers can get full details and pricing by going on line to www.smsmessagepros.com or by calling 800 580-1448. The plans offered are set up to accommodate everyone from small budget locations up to large chains.

Being new, advertisers can also enjoy the advantage of having prime keywords available to them. This is similar to when the internet dot com sites were first introduced. Social marketing and text message advertising is the next and greatest frontier.

For more information on securing keywords for your business or if you would like to become part of our nationwide sales team contact Ted Fabis.

Ted Fabis

SMS Message Pros

800 458-1448 office

516 633-4726 cell

tfabis@smsmessagepros.com

<http://www.smsmessagepros.com>