10 Ways to Use SMS Text Marketing to Generate Leads from Live Streaming

Get a Business Mobile App

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Periscope

Periscope is a streaming video mobile app that enables you to "go live" via your mobile device anytime and anywhere.

The Twitter-owned company noted the progress in a blog post, along with this humdinger of a data point: People are watching approximately 40 years worth of livestreaming footage every day on Periscope. **That's the equivalent of 21 million minutes every 24 hours**.

Facebook Live

Facebook launched Facebook Live to all its 1.7 billion users. But it's still fairly new. Facebook Live is an innovative way to get others in tune with your business and life. You can expand your reach via your Facebook Business Page, Group or personal profile.

Text Messages Have Over a 94% Open Rate

Text
GETURBIZMOBILE
TO 40691

- ✓ What is "SMS?"
- ✓ What is a "Short Code?"
- ✓ What is a "Keyword?"

Let's Talk SMS Terms!

SMS (Short Message Service)
A standard for telephony messaging systems that allow sending messages between mobile devices that consist of short messages, normally with text only content.

Common Shortcode (ex. 40691)
Short numeric numbers (typically 4-6 digits) to which text messages can be sent from a mobile phone.

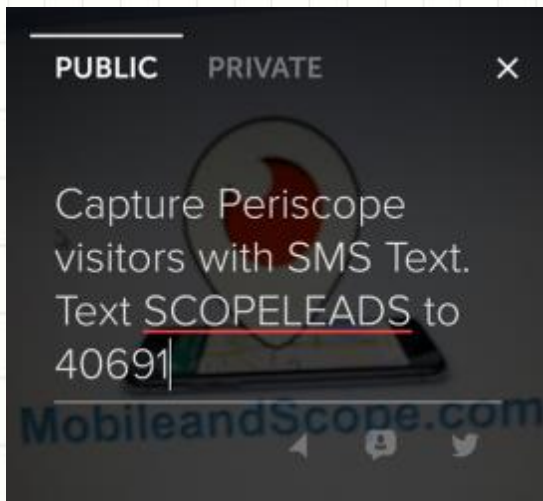## KEYWORD (ex. GETURBIZMOBILE)
A word or name used to distinguish a targeted message within a Short Code Service. Each keyword can build it's own database. For example , you can create a keyword labeled "MaryKay" that you will use for your MaryKay business and a "NY Realtor" keyword that you will use for your real estate listings. Based on the "opt-ins" or "sign ups", you can determine the effectiveness of each keyword.

Have you ever completed a broadcast on Periscope or Facebook Live and gave a Call to Action but realized only a few people visited your website or sent you an email? SMS Text Marketing allows you to capture your Live Streaming follower's information and deliver an immediate response automatically.

For example if you have a video of your product/service, it can be delivered immediately via text when the user joins your list via SMS Text. Try it - **Text GETURBIZMOBILE to 40691.**

Imagine building your list in MINUTES from your live streaming broadcast and directing them to your website, landing page or video – IMMEDIATELY!

1. Promote your SMS Keyword in your Periscope Title or Facebook Description

You are allowed to have up to 120 characters for your broadcast's headline (remaining space is used for broadcast URL & Periscope hashtag)

Facebook Live Status Bar: No character limit. Ability to enter clickable links

Have you heard the term "the money is in the list"? You can have thousands of "Followers" or "Likes" , but if you have not captured the followers' information, you are not able to turn those "followers" into sales/revenue.

SMS Text Marketing allows the broadcaster to capture mobile numbers and email addresses as users opt-in to your list. Statistics show that people will open a "text" message 94% of the time, compared to a 5% open rate for emails.

One of the best practices for live streaming is to plan out your broadcasts. If you plan out your broadcasts with specific Call to Actions, you have a better chance of converting your followers into customers.

After all, you are in business to make money!

Live Streaming SMS Broadcast Plan

List your 5 upcoming live streaming titles/ideas below. Remember to keep the title to 120 characters for Periscope, but Facebook live has unlimited characters.

1. _____

2. _____

3. _____

4. _____

5. _____

Now, list the keywords and marketing purpose of each live broadcast.

Keyword Sample:___*Scopeleads*_____
Purpose: _X__Direct to website/landing page ___ Text to Win____
___ Survey ___ Poll/Questionnaire _X_Sell Product/Service

Keyword #1_____
Purpose: ___Direct to website/landing page ___ Text to Win____
___ Survey ___ Poll/Questionnaire ____Sell Product/Service

Keyword #2_____
Purpose: ___Direct to website/landing page ___ Text to Win____
___ Survey ___ Poll/Questionnaire ____Sell Product/Service

Keyword #3_____
Purpose: ___Direct to website/landing page ___ Text to Win____
___ Survey ___ Poll/Questionnaire ____Sell Product/Service

Keyword #4_____
Purpose: ___Direct to website/landing page ___ Text to Win____
___ Survey ___ Poll/Questionnaire ____Sell Product/Service

Keyword #5_____
Purpose: ___Direct to website/landing page ___ Text to Win____
___ Survey ___ Poll/Questionnaire ____Sell Product/Service

2. Build your Mobile and Email List Simultaneously

> *73% of marketers agree that email marketing is core to their business.* - *Pardot* "The 2015 Email Marketing Landscape Described in 16 Stats" (2015)

You have an amazing live streaming community, but have you captured their contact information? There is an old saying "**the $$$$** is in the list". Do you have a way to capture your live stream viewers email addresses? Now you can capture the email addresses from people that opt-in to your mobile list via their smartphones.

Whenever a user provides their email address, the system will automatically relay that information to your email marketing platform seamlessly. The Get a Business Mobile App SMS Text Marketing platform integrates with Infusionsoft , Aweber, Constant Contact, Get Response, Icontact and Mailchimp.

3. Mobile Business Card

Increase opportunities to share your contact information with your live streaming viewers on mobile devices.

1. Users opt-in to your keyword
2. The user enters their email to receive the Mobile Business Card with all the contact information
3. The user receives your virtual/mobile business card

With a unique URL and simple, responsive design your Mobile Business Card can be shared via emails and social media profiles.

4. Mobile Sign Up via Your Website

Direct your live streaming viewers to sign up for your mobile list via your website form.

5. Text to Win / Mobile Giveaways

Everyone likes to win! Create a contest for your live streaming followers and giveaway sample products, consultant services, etc. for a lucky winner who opt-ins to your list that day.

Features:
- ➢ Winners can be chosen from all numbers on the list or based on date range
- ➢ Ability to choose up to 5 winners
- ➢ Ability to include coupons
- ➢ Ability to have messages delivered for non-winners
- ➢ Ability to schedule date and time of delivery

6. Boost Sales with Mobile Coupons

Offer a coupon for your product or service to your live streaming viewers, which becomes viral when shared across their social media platforms.

Features:
- ➢ Create beautiful coupons with images
- ➢ Click to call function
- ➢ Add a URL for your business/affiliate product
- ➢ Enable sharing via Text/Facebook/Twitter
- ➢ Add a redirect after visitor successfully redeems coupon
- ➢ Google Map for address

7. Survey your Live Streaming viewers via their mobile phone

Trying to keep up with your hearts and responses during your broadcast is impossible if you have more than a few viewers. Now you can conduct surveys that your viewers can complete from the convenience of their mobile device.

Features:
- ✓ Add images
- ✓ Include a form to capture contact information
- ✓ Add video to survey and share your product/service
- ✓ Add a social bar
- ✓ Export results to an Excel file

"50.3% of eCommerce website traffic comes through a mobile device" – Source: Shopfiy

8. A Mobile Landing Page can extend your offer from Periscope or Facebook Live to your bank account

You offer amazing value on your live streaming broadcast, but lose the engagement of your viewers because they don't remember your website address or can't find your business online.

No Website Visitors = No Sales

A Mobile Landing Page is a one page mobile website created to direct the user to complete one action.

Landing Page Implementation Ideas

➢ Website Promotion
➢ Product/Demo downloads
➢ Product Launches
➢ Great for Speakers , Authors, Network Marketers, Realtors and more
➢ Reporting/Tracking of results

76% report that they are more likely to read a message sooner if it's an SMS/Text Message than if it's an email.
Source: SAP

9. Accept Donations using SMS Text

Do you manage a non-profit organization or have a hot product, book or special program you are promoting? Direct your Live Streaming viewers directly to your donation or product page with SMS Text Marketing.

> Text message subscribers are 250% more likely to donate.

Source: The Human Rights Campaign

Features:

➢ Add images or an image gallery
➢ Embed YouTube video(s)
➢ Add Text
➢ Embed social media platforms
➢ Add contact and icon bar
➢ Add PayPal button for donations/payments
➢ Include a Form or Button
➢ Geolocation Widget available

10. Set up a SMS Text Marketing Funnel

A *SMS Text Marketing funnel* is a marketing model which outlines the customer's journey from the point of opt-in to the purchase of a product or service. In order to direct a user to the marketing funnel, the business owner must clearly identify a specific **"Call to Action".**
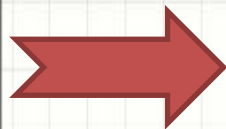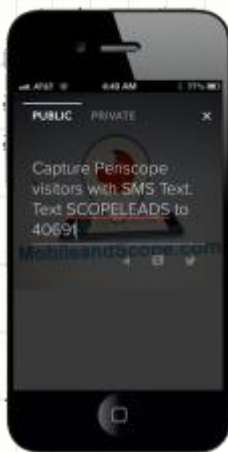

A good call to action should do four things:

1. Address your target audience.
2. Identify a clear purpose.
3. Make it easy to take action.
4. Let the users know what they are signing up for.
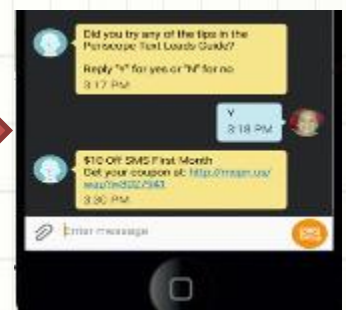
Sample SMS Text Marketing Funnel

Live Streaming Broadcast

Download Page

Autoresponder sent in 5 days

FAQ: Text Messaging 101 Basics

What do SMS and MMS stand for?

"SMS" stands for "short message service." It's more or less a fancy way of saying text message. "MMS" stands for "multimedia messaging service." SMS pertains to messages that carry only text; MMS refers to messages that contain additional content, such as pictures or videos.

What is a shortcode?

A shortcode is a special 5 or 6 digit phone number designed for companies and organizations to send SMS and MMS messages. Just as you text with your friends from your own mobile number, you can text back and forth with organizations using a shortcode.

What is a keyword?

A keyword is the word that people type in the body of their text message and send via a shortcode in order to opt-in to your mobile list. Keywords must be between 2 and 20 characters, with no accents or apostrophes allowed.

How long is each text message?

Text messages are limited to 160 characters. Organizations also need to include opt-out messaging (i.e. Reply STOP to quit, HELP for info) and Msg&DataRatesMayApply, at the end of text messages at least once a month. You can read more about messaging requirements in the CTIA handbook.

How do I get a keyword and shortcode?

Keywords and shortcodes are available with via an SMS Text Marketing Service. The Get a Business Mobile App SMS Text Marketing subscriptions come with 25 keywords at no extra charge. Many SMS Text Marketing companies will only provide the customer with 1-2 keywords , and charge $4-$25 per additional keyword.

Next Steps.......

If you already use a SMS Text Marketing service, we are confident that you can build a responsive list from your Live Streaming followers.

But.....if you are new to mobile marketing, we encourage you to try The Get a Business Mobile App Marketing platform. The platform is easy to use, can be accessed from any browser and is an extremely effective way to build your list.

> Our SMS Text Marketing platform starts from
> $29 a month, includes 25 keywords and
> has over 15 features.

SMS Starter	SMS Plus	SMS Pro Package
$29.00 750 Credits	**$79.00** 1500 Credits	**$149.00** 5000 Credits
25 Keywords Included	25 Keywords Included	25 Keywords Included
Over 15 Features	Over 15 Features	Over 15 Features
Integrate with Constant Contact, Aweber & More	Integrate with Constant Contact, Aweber & More	Integrate with Constant Contact, Aweber & More
Buy SMS Starter	Buy SMS Plus	Buy SMS Pro

SMS Text Marketing Platform Features

- ✓ Mobile Coupons
- ✓ Mobile Landing Page
- ✓ Appointments
- ✓ Conduct a Poll
- ✓ Text to Win
- ✓ Email Integration
- ✓ Questionnaire
- ✓ Auto Responders

- ✓ Vehicle Feature
- ✓ Realtor Feature
- ✓ Text to Screen
- ✓ Birthday Wishes
- ✓ Loyalty Program
- ✓ Kiosk Builder
- ✓ QR Code Builder
- ✓ Mobile Scavenger Hunt

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