

## Building your SMS database

Building a database of numbers is a beneficial activity for your business and customers. Create customer involvement, generate sales and build your database at no extra cost!

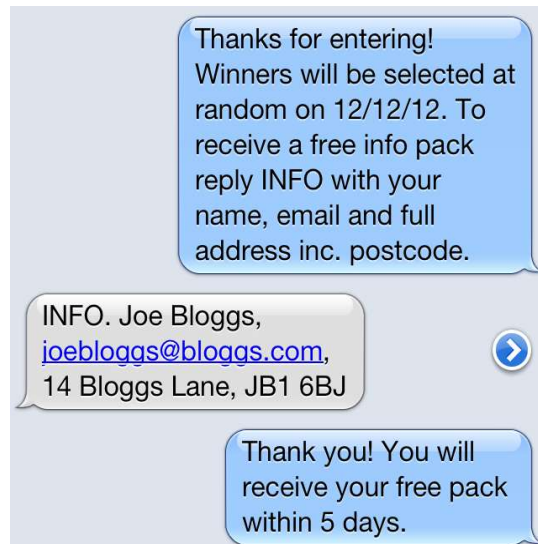
### How to create a customer database

- **Enable customers to give you their numbers** quickly and easily. Providing a keyword on a Shortcode as a contact option (e.g. Text COMPANY to 80000) gives customers a 'call to action' that is incredibly simple and highly effective. All numbers that text your Shortcode/Keyword can be stored in your Kapow account, allowing you to build your SMS database with ease.
- **Advertise your KEYWORD and Shortcode** everywhere! Every medium of advertisement from TV, radio, posters, business cards, menus, receipts, websites and social media pages through to company vehicles and uniforms.
- **Data collection forms** are an easy and cost effective way of collecting client numbers for your SMS campaigns. These can be completed online, on paper in stores, salons and restaurants, or over the phone.
- **Offer SMS updates and information** relevant to your customers. Create a 'mobile privilege club' where members receive exclusive text message offers before everyone else, latest updates and preferential reservations. Some companies charge extra for their customers to join this list – which can enable you to gain extra revenue.
- **Be clear** Make your terms and conditions transparent and always show details of how your customers mobile number will be used at the time of opt-in. You can only send SMS to recipients who subscribe, so it's important. The clearer your T&C's, the more comfortable the customer will be and the more numbers you'll obtain.

### Build your SMS database – FAST!

- **Add an incentive** to increase the volume of new SMS subscribers. Advertise a special offer such as 'For 10% off your next £50 online purchase text KEYWORD to 80000. Offer ends 12/12/12.' Kapow can arrange unique SMS 'discount codes' (one use only) to be sent automatically in reply to each incoming text.
- **Run competitions!** With Kapow's inbound SMS it's easy to run and manage competitions. Simply advertise your competition question/prize draw encouraging your customers to text answers (E.g. A, B or C) to your Keyword/Shortcode. Instantly you've gained their number, customer participation and brand awareness. With Kapow, automatic

replies can be triggered with your preferred message content.



- **Create a brand buzz and go viral to get new contacts and customers**

Engage, incentivise and reward your current contacts to spread the word by forwarding your texts! Word of mouth easily remains the most influential way to gain new business. People love to share deals and information with family, friends and colleagues who are likely to take advantage of your offers.



- **Monitor ROI (return on investment) easily and with 100% clarity** Choose a different **Keyword** per campaign or advertising location/medium. This enables you to clearly monitor and calculate the ROI and exposure provided from each, helping you to see which avenue reaps the best results. This provides solid data to effectively make good decisions about which medium to invest in and prime locations to advertise in.

## REMEMBER...

**Relevance → Results → Revenue**

**Carry out best Practice at all times.** Let your customers know they can opt-out if they wish and clearly display your terms and conditions wherever your number is advertised. All marketing messages sent must be delivered to devices/numbers that have subscribed into receiving SMS messages from you. We adhere fully to all best practices in the industry, and don't allow unsolicited messages to be sent through the service.

Kapow makes it easy for you to send, store and receive messages. The most you'll ever pay for SMS is 6.5p and the more you buy the less you pay!

**Register** your **free** account at <http://www.kapow.co.uk/register.html> to start building your SMS database and reap all the benefits that SMS marketing offers!

**Need more information?** Contact our reliable and knowledgeable Account Managers on [info@kapow.co.uk](mailto:info@kapow.co.uk) or **02071 835 835**