

My Agent Name

My Agent ID



TXT2GET SALES PARTNER PACK

Prepared for TXT2GET Strategic Partner account managers, creative staff and management.





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Mission

“To have a TXT2GET keyword doubling the response rate to every ad placed with our strategic media partners”



“Adding a TXT keyword to advertising can increase responses by 2 to 5 times compared to 0800 numbers and websites address.

Consumer see and hear an estimated 6 millions ads in their life. Help your clients make sure consumers respond to theirs by adding a TXT2GET Keyword”



What TXT2GET Can Do For You

Your company has entered a strategic partnership with TXT2GET. Welcome! We are excited to be working with some of the leading media companies in New Zealand to increase their audience engagement and improve their ad performance.

Consumers simply find it easier to respond to ads & promotions via TXT, compared to website & 0800 numbers. TXT2GET makes this process very easy.

By using TXT2GET yourselves and referring your advertisers to TXT2GET, you can expect:

- **Far higher interaction with promotions and advertisements (often 2x to 5x higher)**
- **More loyal advertisers to your company as they get more response from their ads**
- **A passive new revenue stream from getting your clients to register with TXT2GET with your Agent ID.**

Please insert the TXT2GET Agent ID you have been provided here, & give it to all clients:

Your clients must add your Agent ID when first registering for your company to earn commission.

Pricing

Users pay for keywords and for the periods (campaigns) that their keyword has a live response.

- **Keyword:** \$95 for 12 months
- **Campaign:** \$250/month, or the following for rolling term subscriptions: \$595 (6 monthly); \$995 (12 monthly); or \$1695 (24 monthly).

Getting Clients Benefitting From TXT2GET

The TXT2GET proposition for your clients is simple:

- **If they market a website address or 0800 number on their ads, then they will at least double their response by adding a TXT keyword.** See page 5 for how these can be set up to achieve various outcomes.
- **It's simple, cost-effective and can be set up in minutes**

Advertisers get their 'keyword'; set up the TXT or email response they want sent; and check the real-time results and mobile number/email address leads - all on www.txt2get.co.nz.

Most users use the system themselves directly, but you can also set up their keywords/campaigns for them through your allocated login. NB:

- Your company will be charged for keywords and campaigns set up on that login, so please remember to on-charge the price when you take your client's ad bookings.
- If the client wants to use their keyword/campaign outside of the times they will be advertising with your company (e.g. in other media) then they need to buy that TXT2GET campaign time from you.

Sales Support From TXT2GET

TXT2GET offers your company training, case material, e-newsletter subscription and latest case studies.

You or your clients can join our weekly webinar online at 11am every Tuesday. Register via the homepage.

Please call if you have any questions of campaign ideas you would like to discuss.

- 09 9504823
- 0800 333 012



TXT2GET Brochure

Please TXT **bro** to **244** to get a PDF of this emailed to you to print or send to clients.

Want avalanches⁺
of advertising response?

Text ads to 244
or visit txt2get.co.nz to find out how.

Text cost: 20c



A tool to improve the results, leads & measurability of advertising

Text-response in advertising

1. Drives leads to follow-up on (mobile number & email address)
2. Real-time reporting can be used to measure which creative & placements work best, & prove ROI.
3. Typically doubles/triples the response rate to any advertising when added alongside 0800 or www options.

Why is this? – 5 reasons:

- 0800 numbers can be hard to remember
- Surveys show 70% aren't answered between 6 in the evening & 8 in the morning (prime advertising times) which wastes money & damages brand. Text response works 24/7.
- Web sites require people to write them down and go to the site later – too hard for many.
- Both 0800 and website response require people to stop what they are doing for 5-10 minutes.
- Many people want info first before calling.

But they will send a quick text to get information, the url, the 0800# or a call back later.

Text-response provides immediate gratification, and makes ads work 24/7, allowing advertiser follow-up at any time. Never miss a lead!

Case Study summary	Results
Financial advisers Spicers promoted (radio) a free advice report. (Keyword: tax)	550 leads 3x more texted than called the 0800 and 2x more texted than went to web.
Mt Cook Tourism added a TXT-response (to radio) to win a trip campaign. (Keyword: winter)	Adding the TXT option doubled the response, 500+ entries.
Vodafone handset/services reseller Black+ White promoted (radio / tv / print) their offer & a monthly prize draw as a call-to-action. (Keyword: black)	28,000 leads to follow-up on in 4 months. Dropped 0800 # from tv & radio ads as most were between 6pm and 8am, when few call.
Fire Service ran a 2 week recruitment demo-day promotion campaign (fire)	960 candidates registered
Pool cleaning product company wanted to generate leads through 0800 and TXT. (blue)	4 times more people texted than called, (radio ad)
Insurance company sought leads (cover)	530 leads via TXT in 1 month on radio.
Government department promoting participation in family day in 2010 (fun)	4 month campaign – over 2,800 responses. Event attendance up to 30% YOY
ISP Slingshot launched new mobile & broadband product. (Outdoor + TV)	Several Thousand leads. TXT was twice 0800 #.

A/NZ users include:



www.txt2get.co.nz

0800 333012





HOW IT WORKS?



9 Tips for success:

1. Choose a 'keyword' that is easy to spell & comes up in predictive text
2. Use a text keyword on every ad that promotes a website or 0800 number
3. Provide a text option on all weekend ads & those between 6pm & 8am (when people don't expect 0800 numbers to be answered, and 70% aren't.)
4. Add the keyword *alongside* your 0800 or website for maximum results (often doubles total)
5. Measure, and then drop the 0800 number or website *if* the text is *significantly* better.
6. Set up the text message reply to thank the texter for the enquiry and that someone will call them shortly – then follow up promptly!
7. Provide a call-to-action, like a prize draw, voucher, free demo, limited time / offer...
8. Use real-time reporting to measure which creative and placements work best, & follow-up.
9. Texters are 3 times more responsive when followed up within 1 day, than within 1 week.

Support

- Step-by-step videos of the above – see the **Pricing & Using** tab on site.
- For an in-person presentation, in Auckland - call: 09 9504879
- For a 1-on-1 online demo or usage questions - call 0800 333012
- TXT2GET can also set-up and manage your campaigns for you for a small additional charge.
- Payment by credit card online (or invoice if minimum 6 months subscriptions)
- Or attend the weekly demo webinar (online seminar) promoted on the home page...

Other Services:

- **Competitions:** The online TXT2GET system can be used to run text-to-enter/win competitions. We can also run competitions with unique codes. Contact us for more info.
- **'Push' texts:** Once loggin in, you can push text to databases you have permission from.

Example:





Guide to Setting Up TXT-Response Campaigns

Please TXT **guide** to **244** to get a PDF of this page emailed to you.

Outcome Sought	Ad Creative	TXT2GET Set-up	Comment
Call advertiser	"To order, call 0800... or TXT keyword to 244 "	Set up the 'keyword' on shortcode 244, with an automated TXT Campaign reply such as: "Thanks 4 your interest in 'keyword' - we will call u shortly re your order. See www.... or ph 0800... in the meantime."	An incremental number of people will TXT. The client monitors the TXT2GET reports and then has his/her call centre or sales staff call back to take the order. The TXT wording prepares consumers for the call back so they expect it. This all takes the peak off call centre activity and means staff can call out when not taking calls in - increasing productivity, call quality and supporting 24/7 advertising. NB. If clients need to check TXT2GET's reporting in real-time, they should set up campaigns under their own login/account, as they will not be allowed to share TRN's.
Get info out or go to web site	"For more information go to www... or TXT keyword to 244 ."	Set up the 'keyword' on shortcode 244, with an automated Email Campaign reply TXT such as: "Thanks 4 your interest in 'keyword' See www.... or reply with your email address for more info." Then set up the email content.	You could also add "- we will call u shortly re your order" if you wanted to combine the ability to call back, as well as distribute more info. On average 70% of people will provide their email address (it depends on how much they want the info) You can increase the % of email addresses provided by asking in the ad for consumers to "TXT 'keyword' and your email address to 244 for more info". However, this extra step will mean slightly fewer people will TXT than if they have to send the 'keyword' alone.
Distribute business cards, vouchers, store locations & contact details	"For locations and contact details, just TXT keyword to 244 ."	Set up the 'keyword' with a 'TXT Campaign' response, such as: "Tks 4 txtng Acme. Get 20% off this mth by showing this TXT msg. Go 2 www... or 35 Broadway, N'mkt or 99 The Strand. Open 9-6 & 9-12 Sat"	The content of the TXT message can vary depending on the retail channels available. TXTing is also a logical bridge between traditional media advertising and mobile internet sites. (eg. .mobi sites built for mobiles) This is because URL's are automatically linked in TXT messages, so people can click them to open the mobile internet site on their phone. Faster telco networks and more smart phones are supporting this trend.
Send free samples	"For a free sample, TXT keyword then your name & address to 244 "	Set up the 'keyword' on a TXT campaign and use the reply TXT to confirm the sample & when it will arrive. Provide further info and www address on the product. The texter's name and address will appear in the 'Comments' column on the Reports.	You can also set this up as an 'Email Campaign' in TXT2GET if you want to email more info on the product people are sampling. Just select 'Email Campaign' when setting up, and use the reply TXT to ask for the consumer to reply with their email address. When they do, the system will automatically send the email the client set up in txt2get.co.nz.
Build TXT, Email or Postal subscriber database	"TXT keyword to 244 for TXT updates" Or "TXT keyword and your email address to 244 to subscribe."	Set up the 'keyword' on a TXT campaign and use the TXT reply to confirm back to people that they have subscribed, and to further promote the product/service with www site etc.	See above for how to also send out further info on the product/service via email.

Tips for Choosing & Promoting Keywords

- ① Users should decide up-front if they want their 'keyword' and campaign to run through their own TXT2GET account, or through your company's super-user account, as they cannot be transferred later. If the client wants their own account, you can assist them to register an account and secure the keyword/s, using their credit card.
- ② Choose a short memorable keyword.
- ③ Try to choose a keyword that comes up automatically in people's mobiles when they start typing it (i.e. it is in the phone's dictionary) This makes it easier for consumers.
- ④ Promote keywords on ads prominently for best results.
- ⑤ On print or TV, promote the keyword/shortcode as follows: Text **keyword** to **244**, not as follows: Text 'keyword' to 'shortcode'.

Setting Up TXT2GET Keyword Campaigns

Please TXT **steps** to **244** to get a PDF showing the screenshots applicable to each of the following functions:

- How to Register
- How to Purchase a Keyword
- How to Setup Text Response Campaign
- How to Setup Basic Email Campaign
- How to Setup Advanced Email Campaign
- How to Download Reports

Example:



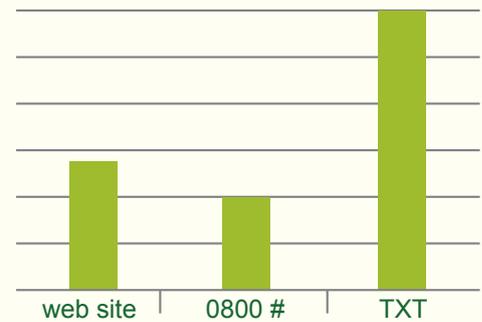


Please TXT **case** to **244** to get a PDF of this page emailed to you.

Spicers Wealth Management

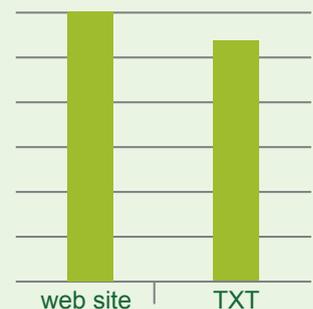
As more and more marketers move to response-based advertising, the question becomes which response mechanism to use. Spicers Wealth Management used NewsTalk ZB to market a new tax-effective investment product to find out. They found 'text' responses outnumbered both '0800' callers and web downloads by a ratio of 3:1, proving the convenience of texting has outgrown its teenage roots and is now the preferred by those of 'investor' age.

Results: Of the 550 people that registered for the paper and were followed up by Spicers sales staff, 307 came via the TXT enquiry, 103 called the 0800 number and 140 went to the web site promoted. Gemma Ede, marketing executive at Spicers, reports; "I found the service I received was excellent – prompt, client focused and easy to implement. I was keen to trial this channel for a target audience that were not usually considered the TXT demographic. The TXT2GET channel means we have been able to get information out into the marketplace and pass leads to our call centre at very little cost. I was also able to go in whenever I liked and could monitor responses straight after a radio ad had aired, this was really helpful in the testing phase and also quite exciting!"



Mt Cook / Mackenzie Tourism

The tourism promotion agency used The Radio Network's NewsTalk ZB, Classic Hits, ZM and Chill magazine in April to promote the Mackenzie/Tekapo/Mt Cook region as a holidaying destination in winter. As well as driving awareness of the region, the agency sought to ensure people got information about the area by going to the web site to register to win a holiday there. As Prue Blake of the Mackenzie Winter Marketing Group explained, she decided to add a text response option to the campaign so that listeners could automatically enter the competition and get information on the Mackenzie region emailed to them immediately.



Black + White

Mobile operator Black + White uses TV, radio and print to generate as many leads as possible for the company's outbound sales team to follow up on, whilst identifying the best creative and media to use.



Results: What will surprise most marketers is the company's move to stop promoting an 0800 number on its ads in favour of a TXT keyword alone. According to CEO Johnathan Eele, texting provided higher response rates than the 0800 number, but also laid better groundwork for a more successful follow-up call from a Black + White sales representative.

He says "On TV people are reluctant to call an 0800 number whilst watching a highly engaging programme. They are worried they will be caught on hold or on the phone when the ads end. So there's a comfort feeling that they can control the information flow process better by responding via a text message."

That suits Eele just fine too. With media companies bonusing clients with extra ads in the economic downturn, it means Black + White doesn't need to staff a call centre throughout the night. His staff call back all texters within 24 hours, and he says people have no problem with taking a call back.

He likes the fact that with TXT2GET's online set-up and real-time reporting, he can check which creative is working and if necessary change it mid-campaign. One such lesson was to maximise results by mentioning the keyword twice in ads.

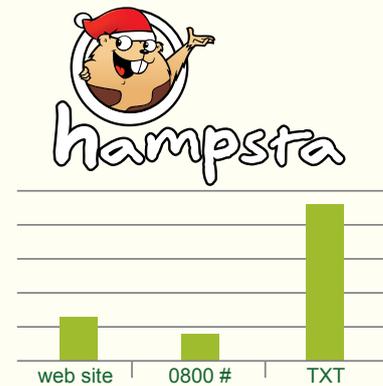
It also means he can keep an eye on his marketing from anywhere. "I was in Australia for two weeks and could just log into TXT2GET to check that the TV station was running my ads and how many leads we have."

Eele says the text response - which contains his web site address - drove higher web sales the following day. He puts this down to the ease of getting a record of the web site address out to people by TXT instead of them having to write it down.

Hampsta

Hampsta is a start-up Xmas saving scheme company targeting Chriscos customers and new clients with an aggressive TV and print value-comparison marketing campaign. Fronted by the Mad Butcher's Peter Leitch on TV and in print, Hampsta sought to swing middle New Zealand families to get them to sign up to Hampsta. The call-to-action offered consumers 3 enquiry options: call an 0508 number; go to the hampsta.co.nz web site; or TXT 'more' to 244.

Results: Within two weeks, the company had thousands of enquiries. 3 times as many people TXTed compared to going to the web site, and 5 times as many people TXTed compared to calling the 0508 number. Reply TXTs let people know they would be contacted shortly to help them join, and this kept the call centre productive with both taking and making calls. According to Hampsta's Gary Alway; "We wanted to go for the maximum number of responses in order for our telemarketers to follow up. The txt response captured all the data we need and was by far the clear winner, an absolutely staggering difference. Set up was so simple and easy. We have just bought another keyword and will run the same concept in a press ad. Using a different keyword will enable us to monitor which of our advertising is working. "



Results: Adding the TXT2GET keyword doubled the response to the campaign, resulting in 528 people entering the competition. 248 texted and got the material by email, whilst 280 went to the web site. (The TXT message and email that people got also promoted the web site, which helped drive the traffic there when texters were next online). "It was just so simple and easy to set up the TXT response and we just love the keyword Winter. I also like the fact that I can reuse the keyword for a year, as we will continue to use it," says Ms Blake.



Counties Cleaning

Counties Cleaning markets chlorine-free pool and spa cleaner Blue Crystal through radio. Concerned by the potential limited availability of its 0800 number's ("9-5" and 'busy' tone), it decided to add a TXT2GET keyword (blue) alongside its 0800 number on its ads.

The radio campaign had two response options; calling an 0800 number or texting 'blue' to 244. Upon texting to 244, the sender received a TXT back thanking them for getting in touch, pointing them to BLUE CRYSTAL's web site, and letting them know that BLUE CRYSTAL would get in touch with them shortly.

Results: 4 times more people texted than called the 0800 number.

"I was very happy with the campaign results we got from TXT2GET. But I was not really that surprised: intuitively, when one is driving, memorising "text blue to 244" is much easier than a long 0800 number or a web site," says Counties Cleaning Supplies director, Bruce Shepherd.

"TXT2GET also allowed me get the prospect's details so that I could come back to each of them when I was free over the following couple of days, at my own pace. All whilst ensuring that anyone contacting me was properly acknowledged.

So, TXT2GET seems to be definitively the way to go! It will be an integral part of my campaigns going forward."





Info to Gather to Set Up Campaigns

For these forms in Excel, TXT **forms** to **244** to have them emailed.

Booking Template - TXT2GET

Campaign Type: E-Mail Response (Fill in this page & 'A')

Basic Email Import (Recommended)

Select this option if you wish to add text content with an optional banner header and attachment.

Advanced HTML Import

Select this option if you would like to import the campaign as html.

TXT Response (Fill in this page & 'B')

Post Response (Fill in this page & 'C')

Keyword

Existing Keyword:

New Keyword / Option(s):

Register Keyword: (incl. GST)

<input type="checkbox"/>	1 year	\$95
<input type="checkbox"/>	2 year	\$180.50
<input type="checkbox"/>	3 year	\$270.75
<input type="checkbox"/>	4 year	\$361.00
<input type="checkbox"/>	5 year	\$427.50
<input type="checkbox"/>	6 year	\$513.00
<input type="checkbox"/>	7 year	\$598.50
<input type="checkbox"/>	8 year	\$684.00
<input type="checkbox"/>	9 year	\$726.75
<input type="checkbox"/>	10 year	\$807.50

Reports via E-Mail

Select this option, and frequency if you would like to receive regular usage reports via email.

Notifying via e-mail the data on people that have texted this keyword.

Select frequency: daily

weekly

monthly

e-mail Address

Total, incl. Keyword/s: \$
(includes GST)

Client Company:

Client Name:

Date:

Signature:

Campaign Content Set-up

A - E-Mail Response Campaign

Campaign Subject This is what will appear in the email subject line for this campaign when a texter receives it.

Campaign From (Name) This will appear in the 'from' field of your texters email client when they receive your email.

From Email Address This is the email address your campaign will come from.

Reply to Email Address If your recipients reply to your campaign, what email address should these replies be to (default is the same as your From email address)

Initial TXT/s to Texter

First Text Message For texters to your Campaign who have not interacted via TXT2GET before, we send a text to ask for their email address. You can edit the text message below, or leave it as currently defaulted. (max 160 characters including spaces)

Thanks for texting '##KEYWORD##'. Pls reply with your email address 2 fulfil yr request (20c)

First Text Message For all texters to your Campaign that provide their email address, we send the following text: **You can add an 80 character prefix to the message in the box below.**

"Info snt 2 ##EMAIL##. 2 change, txt yr new email (20c)"

Note Your campaign will be sent as both plain text and html email format. By providing both of these options TXT2GET can automatically detect what type your recipients email client supports and display the appropriate version.

Design template

(Banners are optional - resized as shown below. Banner lay-out options are top+left, top+right and top+bottom)

Top Banner (760 pixel wide)
Bottom Banner (760 pixels wide)

Banner, left site (160 pixel wide)
Banner, right site (160 pixel wide)

Campaign Message

Email message (max of 15000 characters), or as Attached

For Basic Email Reply (Recommended)

- Banner/s attached This will appear at the top of the email. These must be less than 200kb in size. GIF or JPG format only.
- Banner/s needs to be created, material attached
- Attachments attached

For Advanced HTML E-Mail Campaign

- Zip file with HTML attached
- Zip file with the images from the HTML file attached
- Add text only email response Enter text that will be displayed to users without an html compatible email client. This can include a link to your web address. Enter in in the 'Campaign Message' box above.

B - SMS Response Campaign

max. 160 characters incl. spaces

C - Post Response

TXT2GET will automatically request the postal address of the texter's that respond to this campaign, by email. You will be able to run a report to export this information.

