



# **bSmart Rewards Direct Response Email & Text Marketing**

## **Why use bSmart Rewards Direct Response Email Marketing & Text Messaging Marketing?**

**Direct-Response marketing** is a form of marketing designed to solicit a direct response from a consumer that is specific and measurable. The delivery of the response is direct between the consumer and the advertiser, that is, the consumer responds to the marketer directly by coming into the store or business. This is in contrast to other marketing such as typical newspaper advertising.

**Email & Text Messaging** are two very powerful Direct Response marketing tools that will greatly enhance your sales. With a good program your customers and consumers who OPT-IN to your messaging program will look forward to hearing from you often. Both types of messaging, email and Texting will grow your business, which one is best will depend upon each individual customer or consumer so both are important for a Direct Response program.

### **Emailing**

Much to the great disappointment of the US Post Office, we all send and receive emails all day long. This being the case, emailing is an excellent way to communicate with your existing customers as well as your future customers. Vivid colors, graphics, photos, printable coupons & barcodes can be used to make a very powerful email presentation. For this reason it is preferred over text messaging by many consumers who check their emails often... from work, at home or on their cell phone. Email marketing has worked very well for many of the larger national chains, why not have it work for you? It allows for easy sharing of your latest coupon, special promotion or grand opening announcement. Shoppers will eventually look forward to receiving your email showcasing your business with your latest specials.

### **Texting**

For many consumers who do not check Email very often, text messaging has become one of their main forms of communication. People who OPT-IN to a text program look forward to real-time updates on the latest sales, promotions or special events. Merchants now have the ability to reach their customers within a few seconds. This is critical when sharing time-sensitive information... *sale ends today, tonight's Happy Hour Special, Buy-One-Get-One-Free until 8pm, Live Music tonight, etc.* This technology allows merchants to create a sense of urgency and excitement that will often be shared with friends and co-workers.

### **The Best of Both Worlds**

Many consumers embrace both types of messaging and will be eager to participate in both programs. They see the value in both and often share your messages with friends & family. Your customer will become your best form of advertising. Technology has taken us beyond word-of-mouth advertising.

**bSmart Rewards Email & Text Marketing** is simple. Participating in this cutting-edge Direct Response marketing program is very simple for our merchants. Since every **bSmart Rewards** consumer provides their email address and mobile cell phone number when they register for the **bSmart Rewards program**, they'll be looking forward to hearing from their favorite merchants. In today's economy, your best customers want to be recognized for their brand loyalty and rewarded with periodic offers. Using Direct Response Emailing and Text Messaging to communicate tells your customers that your business understands their busy lifestyle.

### **FAQs**

- There are over 270 Million cell phones being used in the United States.
- 94% of text messages are read! Often within just a few seconds of being received.
- Recent statistics indicate 67% of consumers would like to receive text offers from their favorite establishments.