

How to Collect Opt-In Mobile Numbers

One of the most common questions we're asked about SMS marketing is how to get started?

The very first thing you need is opt-in mobile telephone numbers. If you don't already have mobile numbers for your customers you will need to start collecting them.

Never be tempted to buy an 'opt-in' mobile list. They simply don't exist and you'll be wasting precious marketing budget. It doesn't matter how great your offer is, people don't want text promotions from companies they don't know.

One of the reasons SMS marketing is so successful is because you are engaging with an audience, which is GENUINELY INTERESTED in your product or service. Buying a list of mobile numbers, therefore, completely defeats the purpose of SMS marketing. So, just don't do it.

There are a number of ways to collect mobile numbers and you'd be surprised how quickly you can build a meaningful database.

Email Newsletter – If you send an email newsletter to your customer base, ask them to join your text club. Incentivize people to sign up by telling them what they will receive, i.e. exclusive offers, specials previews or maybe a 10% discount on their next purchase. Use a shortcode and a keyword to receive responses, for example 'Text Join to 51444'. A keyword with Sendmode costs €100 for 12 months.

Marketing Material – If you produce brochures, leaflets, flyers or catalogues include details of your 'text club' plus the call to action, i.e. 'Text Join to 51444'.

Advertising – Print, radio and if you can afford it, TV advertising are great vehicles for collecting mobile numbers. For example, give customers the opportunity to receive discounts via SMS by texting your promotional shortcode.

Point of Sale – Use posters or signs to advertise your text club in your shop, office, restaurant etc. Again the easiest way to collect mobile numbers is a shortcode but you could also collect business cards or even a good old-fashioned paper and pen!

Customer Service Emails - Include information regarding your 'text club' in the footer of all customer communications.