



*Our texting software is trusted  
by many Fortune 500 companies*

**17 years experience**

**Industry leading platform**

**95% retention rate**

***Collect. Connect. Direct.***

**39% of businesses text**

**84% of consumers receive texts  
from a business**

**Most common**

- appointment reminders (86%)**
- coupons/discounts (67%)**





A few National Brands using our platform



# Why Text?

SOCIAL



10% to 25%  
are read.

EMAIL



70% is SPAM!

TEXT



*98% are read  
within 2 minutes!*

- Direct line of communication with your customer
- People check phone - average 150 times a day

**It's The Biggest Thing NOW !**



# REDEMPTION RATES

Other Marketing (TV, radio, print)

SOCIAL



15%

EMAIL



2.7%

TEXT



45%

- Artwork, Keyword, & Toll-Free Number Included
- Keep Your Customers Informed & Interested
- Build Successful Text-based Marketing Strategies
- **Bring Your Existing Customers Back More Often**



*Join our Text Club*

Text **Hwy55**  
to **844-555-5551**

Get a  
**FREE Drink & Fries**  
With an Entrée Purchase

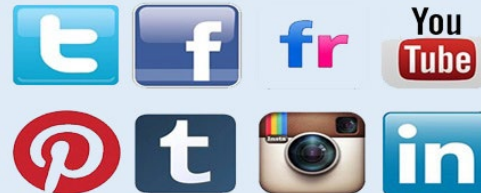


Scan QR Code



# Display Your Keyword and Toll Free Number **EVERYWHERE**

Website



We provide FREE Signage to get started



# *How Text Messaging Works...*



Customer Responds To Your Offer Using a Keyword.

Responds With YES To Join.

You Now Send A "PASS".

**P**romotion  
**A**nnouncement  
**S**pecial  
**S**ale







**My 2 minutes are up.**

**Thank you.**

9:30

***Try it NOW !***

**See How Fast &  
Easy It Works**

**Take out your cell  
phone and text **VIEW** to  
**888-864-8229****

**Go ahead and try it now.  
This is exactly what your  
customer will do when  
they see your message.**



# ***Over 20 Texting Features:***

**Collect Contacts**

**Mobile Coupons**

**Mobile Keywords**

**Text to Vote, Win or Screen**

**Toll Free Number**

**Appointment Reminders**

**Mass Texting**

**Video Links**

**MMS Photos**

**Loyalty Program**

**QR Codes**

**Send From Your Phone**



# Texting Features

Schedule Your Message

Yes/No Response

Surveys

Auto Response

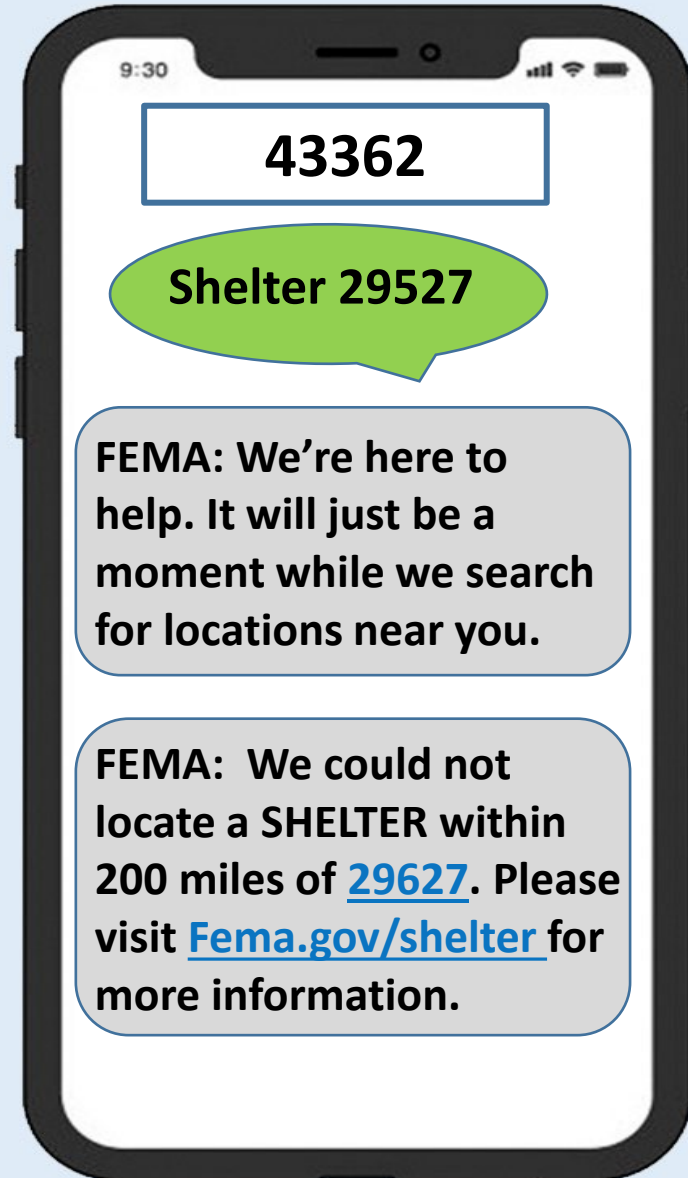


Link Shortener

Data Capture

Online Sign-up Pages

Import Contacts



# *We Specialize In Helping*

*Restaurant*



*Retail*



*Realtor*



*Auto Dealership/Repair*



*Hospitality*



***Plus: Religious & Non-Profit Organizations,  
Education, Local Government and Medical Practice***



# *We can help your business...*

- **Bring in more repeat customers**
- **Increase traffic during slow hours**
- **Communicate with staff anytime**
- **Attract first time diners/shoppers/customers**
- **Minimize missed reservations/appointments**
- **Improve customer satisfaction**



# *We can help your business...*

- Instantly send specials/promotions/updates
- Keep prospects in the loop
- Send customers updates on service
- Faster turnover for tables or repair bays
- **Reward Program included**





## Monthly Subscription Plans

**Texts**      **Price**

*1,000*      *\$60*

*3,000*      *\$80*

*5,000*      *\$100*

**Texts**      **Price**

*15,000*      *\$260*

*40,000*      *\$520*





# 5,000 Text Plan



Monthly **\$100**

Initial  
Onboarding **\$125**  
Fee

**Your cost: \$20 per 1,000 Text Messages**

If your average ticket is \$10, then **2** customers that responded to your text will cover the cost.

**45% responds = 450 customers x \$10 = \$4,500**

**10% responds = 100 customers x \$10 = \$1,000**

**\$20 gets a great Return On Investment**

# ***Highlights of Our Service***



***✓ 95% Retention Rate - Owners Use Our Service***

***✓ 45% Redemption Rate - Customers Spend \$\$\$***

***✓ 98% Read Within 2 Minutes - Contact NOW***

***✓ Will Bring Customers Back - Repeat Business***

***FREE Training. No Contract. No Cancellation Fee.***



## ***Which Plan Is best for you?***

<i><b>Texts</b></i>	<i><b>Price</b></i>
<i><b>1,000</b></i>	<i><b>\$60</b></i>
<i><b>3,000</b></i>	<i><b>\$80</b></i>
<i><b>5,000</b></i>	<i><b>\$100</b></i>
<i><b>15,000</b></i>	<i><b>\$260</b></i>
<i><b>40,000</b></i>	<i><b>\$520</b></i>

# Sample Signage



*Join our  
Text Club*

Text **KEYWORD** to  
**855-555-2233**

**Get a *FREE*  
Loaf of Bread or a  
Small 8" Pizza**

Our text messages are intended for subscribers over the age of 16 and are delivered via a toll-free number. You may receive up to 4 messages/month. Message & data rates may apply. To stop, text STOP to 855-555-2233, or email support@readerspublishing.com.

*Join our  
Text Club  
& get 4  
FREE Tanning Sessions*



*Text **KEYWORD**  
To **888-555-1305**  
For Specials, Updates, & Events*



Our text messages are intended for subscribers over the age of 16 and are delivered via a toll-free number. You may receive up to 4 messages per month. Message & data rates may apply. To stop, text STOP to 888-555-1305 or email support@readerspublishing.com.

# Sample Signage

***Join Our  
VIP Text Club***

Text **DINER** to  
**833-555-4637**

**Get 50% off  
Your Meal**

Dine in only.

Stay tuned for more offers.

Our text messages are intended for subscribers over the age of 15 and are delivered via a toll-free number. You may receive up to 4 messages/month. Message & data rates may apply. To stop, text STOP to 833-555-4637, email support@readerspublishing.com, or call 1-866-409-4008.

Join our Text Club and

**Get 25% OFF  
any 1 Item\***

Text **DEPOT** to  
**877-555-6808**

**Get updates on new  
arrivals & specials.**

**\* Very Limited Exclusions.**

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Our text messages are intended for subscribers over the age of 13 and are delivered via a toll-free number. You may receive up to 4 messages/month. Message & data rates may apply. To stop, text STOP to 877-555-6808, or email support@readerspublishing.com.

# Sample Signage

**JOIN OUR  
VIP TEXT CLUB**

Text **CENTRAL**  
to **888-555-8229**

**Get a FREE  
Soft Drink**  
with each  
entrée purchase!

Stay tuned for more offers.

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Text **Hwy55**  
to **844-555-5551**

To Join Our Text Club & Receive  
1 FREE Soda/Tea/Fry/Tots  
With Your Purchase!



# Sample Signage

**Little Italy Pizza** 1411 S.  
Main St

**Text PIZZA**  
to **855-555-9251**

**Get 50% OFF A**  
**SMALL PIZZA**



**When You**  
**Join Our**  
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