

Text Messaging Strategy Guide:

4 Secrets **to Increasing** **Business Revenue** **in 2021**



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Text Messaging Strategy Guide: 4 Secrets to Increasing Business Revenue in 2021

Over the last few years, the way businesses communicate with prospects and consumers has changed drastically. While traditional channels like direct mail, phone calls, and even email are still in play, digital transformations have revolutionized the way consumers want to engage with each other and with businesses.

The emergence of social media and the growing cultural reliance on smartphones have led to consumers expecting a personal tone from businesses. Channels like web chatbots, AI-powered forums, and text messaging are taking center stage for businesses of all kinds looking to engage consumers and influence conversions where and when customers want these conversations to happen.

One of the most impactful channels, and one that businesses are using the least, is text messaging. Text messaging has been around for decades as a way for people to communicate directly with each other, and businesses are finally taking notice. And with good reason: 98% of all texts are opened, as opposed to only 20% of all emails. Additionally, 95% of all text messages are read inside of 3 minutes, making it the perfect channel to reach consumers directly.

This guide outlines four of the main ways text messaging is transforming the way businesses can communicate with consumers by:



Enhancing
the Customer
Experience



Converting Leads
and Increasing
Revenue



Cultivating
Inbound
Leads



Facilitating
Consumer
Feedback to
Drive Reviews



1

Enhancing the Customer Experience



In today's modern, digital economy, consumers would much rather text with a business than receive a marketing email. Additionally, almost 90% of consumers prefer to text with businesses than communicate via phone calls. It's simply more efficient and straight to the point. Today's consumers are incredibly busy in their personal lives and they don't need to waste time talking to businesses about things that could easily be resolved via text.

Another way texting delivers a better consumer experience is that it respects the time and personal space of consumers. With business texting, customers have to opt-in to receive messages. This is a huge draw for customers who are used to receiving dozens of generic marketing emails a day or

phone calls from strange numbers. And don't even get us started on voicemails. Consumers are seven times more likely to respond to a text than a voicemail. This is becoming even more prevalent with younger generations who are likely to never even listen to their voicemails.

While texting delivers an amazing customer experience, it's also a winning situation for businesses as well. Employees can quickly send out multiple personalized text messages at the same time, instead of blocking out hours of a day to send emails or leave voicemails. Additionally, texting metrics are automatically recorded and stored in a business texting platform, making it easy for businesses to measure the success of specific campaigns and messages.

Want to start texting your customers? Call or text: 888.972.7422 or Email: info@kenect.com

98%
of all text
messages
are opened.

95% of all text messages
are opened & read within
the first 3 minutes
of receiving them.

89% of consumers prefer texting
with a business instead of a phone call.



★ Kenect Examples of Success ★

This Powersports dealership in Georgia sends a follow-up text to every customer two weeks after a new unit purchase. Check out these two examples.



2

Converting Leads and Increasing Revenue

Because consumers are so comfortable with texting in their personal lives, they've become more open to it in their retail and business relationships. Modern consumers don't balk at a text-specific number on a poster or advertisement and, in fact, they're actually texting these numbers. Around 70% of all internet traffic comes from mobile devices, which means many consumers are already on their smartphones already. By giving these people a direct line to a business through



texting, businesses are making it easier to create and convert new leads.

Online consumer research sites are also making it easier for businesses to connect and engage with consumers through texting. By adding a text line in the 'Contact Now' section of sites like Google, Yelp, and Facebook, businesses are putting the power in the hands of the consumer to make a connection, establish a relationship, and, ultimately, close a sale.

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Joey Rice
The Parks Health & Fitness

1 review

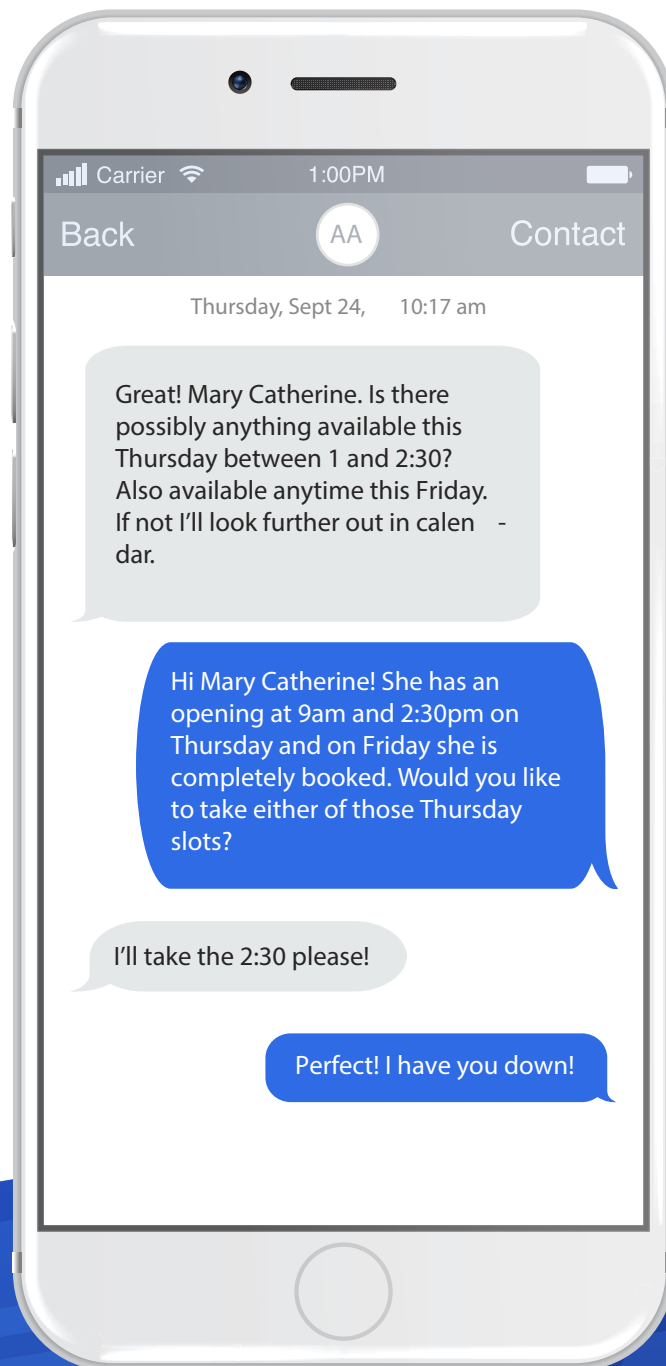
★★★★★ 4 hours ago

We have been using Kenect in several of our businesses. Using the texting platform has been a gamechanger, and we've generated more online reviews than I could have ever imagined when we first started. I'd recommend Kenect to any business that is looking to make it more convenient to communicate with customers and generate dozens (or even hundreds) of 5-star reviews

Check out
what our customers
are saying about us!

★ Kenect Example of Success ★

Check out this example of quick and easy appointment scheduling!

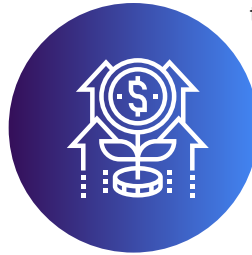


3

Cultivating Inbound Leads

Most businesses run multiple promotions a year and, because many of them rely heavily on the business of repeat customers, the most loyal consumers know when these events are going to occur. Instead of promoting these events through email, direct mail, or word-of-mouth, businesses are turning to text messages to get the word out.

Mass email sends are, in a word, dead. Marketing email rates are well below 20% and they aren't set



to rebound any time soon. Consumers are over receiving countless junk emails (today, around 45% of all email is spam) and they are simply not going to open spam-looking messages. Text messages, on the other hand, have a 98% open rate. Nobody feels comfortable with unread text messages, and dealerships are finally taking advantage of this mentality. With this massive jump in open rates, businesses can successfully cultivate consumer leads and drive new revenue.

Email Open Rates < 20%

Text Message Open Rates > 98%



Google
Reviews ★★★★★



Dr. Brian McLelland
Liberty Oral & Facial Surgery

1 review

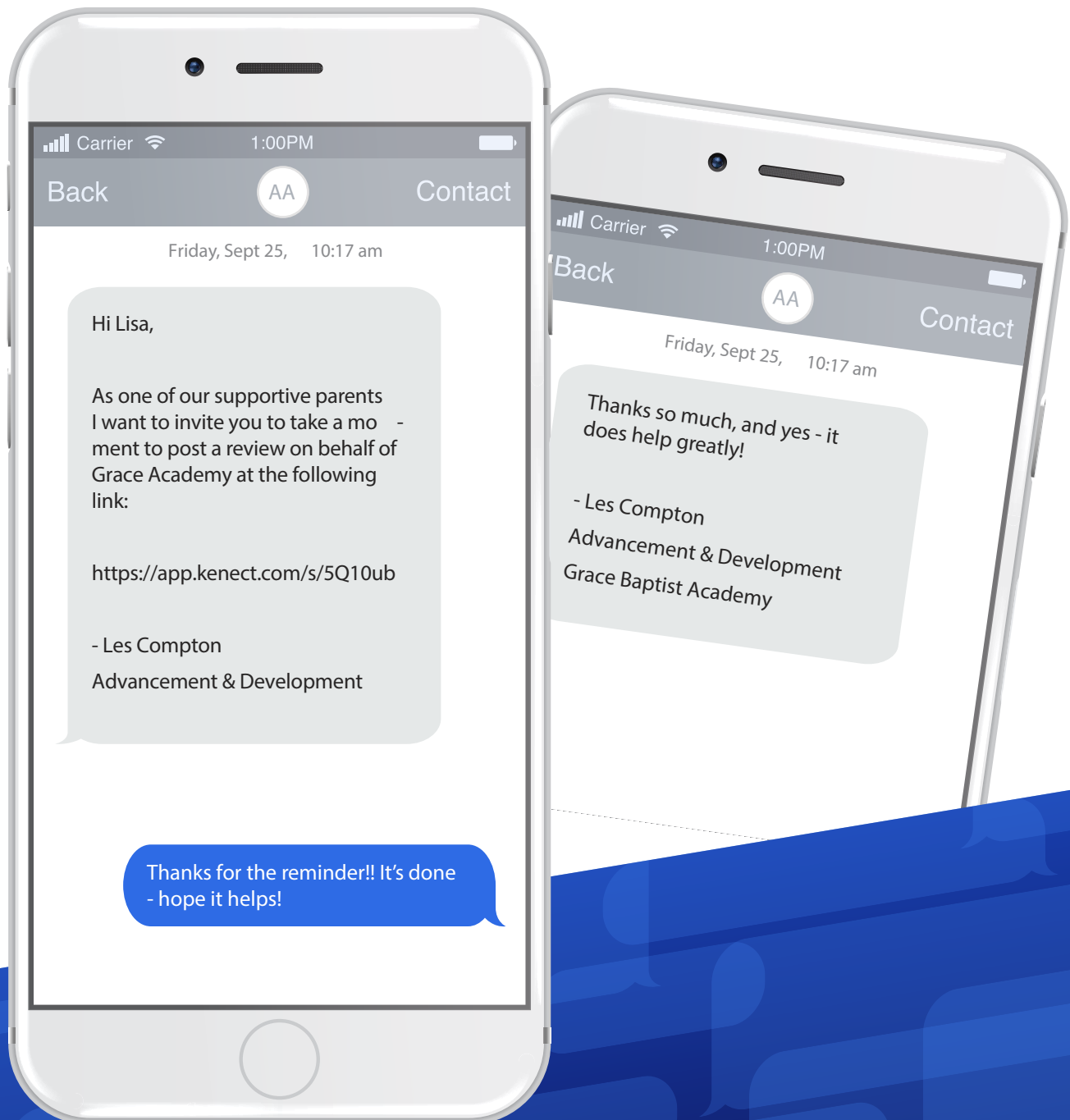
★★★★★ 4 hours ago

Kenect has been a very important addition to both of our offices. We've been using it to schedule appointments, send out appointment reminders, and any other basic communication we have done in the past by phone (but much more efficiently now). Plus, our online reputation is dramatically better than it ever was before. I highly recommend Kenect!

Check out
what our customers
are saying about us!

★ Kenect Examples of Success ★

This Baptist Academy Advancement Director sent a review request and it was responded to and completed right away! The parent even thanked them for the reminder via text message.



4

Facilitating Consumer Feedback to Drive Reviews

Another part of the ongoing digital revolution facing businesses is the growth of online reviews. Online reviews are now one of the most critical marketing tools for any B2C company. More than 67% of buying decisions include some sort of research on online reviews. Consumers are turning to online reviews to help influence their decisions, much like word-of-mouth recommendations helped influence shoppers decades ago. While amazing customer service is the first step to drive 5-star reviews, text messaging can also drive more people to complete reviews and, over time, drive up online ratings.

Traditionally, businesses send out online surveys or run automated voice polls to collect customer feedback and online reviews. Unfortunately, these rarely (if ever) inspire customers to actually post a glowing review.



Sending a survey request via text rather than email can drive 30x more survey responses. Similarly, asking customers to leave an online review via text can result in 35x more reviews than an email.

Texting consumers rather than emailing or calling them to ask for a review shows that a dealership respects their customers time. All it takes is a few clicks to submit a review via a link sent over text. This can motivate consumers to leave a better review than they would if they were asked to type in a URL, log in to an account, and submit a lengthy review. Even adding a single star to a businesses online rating can increase revenue by up to 9%. Businesses should be ready to embrace the opportunity and potential that direct-to-consumer texting can make in their business.

Sending a survey request via text rather than email can drive 30x more survey responses.

88% of consumers trust online reviews as much as a personal recommendation.

81% of consumers won't consider a business with bad online reviews.



★ Kenect Example of Success ★

Buckeye Sports Center in Ohio has seen a dramatic impact to their online reviews since starting to use Kenect.

Google Reviews
have grown from
50 to 234.

Increased reviews by
250% in 90 days.



Kenect did a great job setting our company up for getting more and better reviews. Communication is excellent and we added 46% more reviews in our first 30 days on the program. —Bob Armington, Owner



Adam Hendrickson
American Heritage School

1 review

★★★★★ 4 hours ago

Kenect has been wonderful to work with! Using their text messaging platform for our school has been a huge time saving tool. Our parents love it and so does our front office staff. The review tool makes it so easy to request and reply to both Google and Facebook reviews. If you're looking for a system to save you an incredible amount of time and increase your positive web presence... Kenect is what you need!

Check out
what our customers
are saying about us!

Steps to Transforming Your Business With Text Messaging

If you're ready to start transforming your business with text messaging, here are some key steps to get started:

1

BE CONFIDENT IN YOUR BUSINESS VOICE. If there is one thing modern consumers expect it's complete brand consistency from one channel to the next. Your text messages to clients should adopt the same style and voice as your in-person conversations and your online brand presence.

2

TRAIN YOUR EMPLOYEES ON THE INS AND OUTS OF BUSINESS TEXTING. We all know how to text our friends and family, but do we know how to text our clients? Work with your team to ensure that everyone knows the right way to communicate with clients via text, and what vernacular should be saved for friends-only messages.

3

NEVER TEXT CONSUMERS JUST TO TEXT THEM. If a consumer opts into text messages from your organization, it is very important to not squander this trust. Always have a goal in place when texting a consumer, and always include a clear CTA that articulates this goal.

4

LEVERAGE TEXTING FOR ALL ASPECTS OF CONSUMER ENGAGEMENT. If you're texting current customers to drive online reviews, don't stop there. Engage with leads and prospective customers with new deals and promotions, or let customers know when their vehicles are ready to be picked up. Text customers throughout the entire lifecycle for brand consistency and continued awareness.

5

JUST TAKE THE FIRST STEP! It can be nerve-racking to take the first steps with an innovative technology like texting. But this is the chance for your businesses to be on the front lines of direct-to-consumer engagement. Working with an established partner like Kenect can ensure your team has the right texting strategy place to succeed.

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About Kenect

Kenect is a text messaging and reputation management platform. Through this innovative platform, a dealer can accomplish four important tasks: Capture and convert more inbound leads, save time in service and parts, provide an enhanced customer experience, and dramatically increase online reviews.

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kenect.com