

# textit

SMS Business Solutions

[www.textit.com.au](http://www.textit.com.au)

Call 1300 TEXTIT

## Make use of your customer database.

### For easy and affordable SMS campaigns, use textit SMS Business Solutions.

Use SMS to: Make offers. Reactivate. Reinforce. Generate. Promote your services. Talk directly to customers. Utilise your customer database. Build brand awareness. Increase your profile. Grow your business. Motivate. Inform.

Textit supplies SMS solutions to businesses and marketers who want to regularly, affordably and effectively conduct their own SMS marketing campaigns.

**SMS is an extremely cost-effective, high response rate channel.**



With in-house **50 years+ of gaming industry** experience, we understand the importance of **confidentiality** – there is no-one more concerned about confidentiality than gaming! Our **flawless reputation** is vital to our continued success.

## textit Marketing

### ► Manage you own SMS campaigns.

Textit Marketing is a tool for businesses to regularly communicate with their customers, clients, staff, members and/or potential customers by SMS. Textit runs from a secure web page. No downloads. No installations. Target your market with up to four fields of personalised information dynamically added for every message sent (eg. firstName, brand, colour, outlet, price, offer etc.). Every message is tracked to the recipient's handset. Easy to manage list/spreadsheet upload, scheduling function, bulk validation code and textit autoOptOut.

**Comprehensive reporting and history functions** for data analysis included.

Hello <firstName>, the KitschNWare yearly stocktake SALE starts Monday. For ONE WEEK only, up to 75% off EVERYTHING @ KitschNWare OptOutRply STOP

## The complete solution.

### ► Customise and Personalise.

To maximise the benefit to your business, the customer should find your message valuable. It's often appropriate to **personalise** and **customise** your messages to the greatest extent possible. Use what you know about your customer to make your message memorable, relevant, clear and useful. Refine your database. Choose up to four fields for custom data.

*For example a reminder message (sent as – below, received as – right)*

Hi <firstName>. Your current balance is <custom1>. Please login & pay <custom2> before Friday. If this does not suit, call me. <custom3> @ YourShop 6677 8899

Hi Robert. Your current balance is \$265. Please login & pay \$50 before Friday. If this does not suit, call me. Michelle @ YourShop 6677 8899

## textit Interact

### ► Building SMS marketing relationships.

SMS **polls**, **multiple choice questionnaires** and **free form response** made EASY. Textit Interact has the tools and features for data collection and collation including: up to four fields of personalisation; tracking to the handset (which also cleans your lists); scheduling; textit autoOptOut (to comply with Spam Act 2003); plus response to reply functionality - to reward, reinforce and recognize participants. If you really want to know what your customers think, interact with them. Textit Interact is advanced SMS marketing made easy.

**Textit Interact is available as a stand alone do-it-yourself application, or as a textit Managed Service.**

## What to expect from a textit account.

### ► For the record.

Textit offers post-pay accounts, unlimited message history, you get your own single account two-way number, facilities for uploading spreadsheets/lists, you can set your own console preferences, and you can create new profiles for additional console users whenever required. Multiple and concurrent console users are OK and free. Support, training, expertise and advice are all unlimited and free of charge. And with textit, you are not required to sign up for expensive, lengthy contracts. Our customers stay by choice.

**Our prices are fair. Our products brilliant. Our service outstanding. Premier SMS Services made affordable.**

Visit us at [www.textit.com.au](http://www.textit.com.au) or call **1300 TEXTIT (839848)**