



How You Can Leverage Text Messaging

- Customer Care (Service & Sales)
- Mobile Advertising
- Appointment Reminders
- "Service is Due" Reminders
- Coupons & Campaigns
- Alerts/Known Issues
- Automobile Newsletters
- Customer Service/Sales Surveys
- Frequently Asked Questions

Text Messaging Facts

- 18 to 29 Year Old consumers use Text (SMS) more than voice communication.
- On average 94% of text messages are read.
- 80% of consumers keep their mobile with them all day.
- When given a choice, 39% of US Consumers (76 Million People) prefer text message campaigns to radio or TV advertising however only 3% of most marketing campaigns currently have a texting component.



Text Messaging for the Auto Industry

Customer Focused Marketing

Create & Retain Loyalty

Utilize for Sales & Service

Send Appt & Checkup Reminders

Text Messaging Strategies for Car Dealerships.

How You Can Leverage TextHub

The ways to leverage text message marketing for your company are endless, here are just a few ideas to begin mobile marketing with:

In Your Service Department

- **Service Is Complete** – when service has been completed, you can instantly send a text message reminder to pick up your car.
- **Service Reminders** – Send friendly reminders that your car is due for service and even allow them to book the next available appointment via text messaging.
- **Thank You Messages** – Send a "Thank You" message for scheduling service and even offer a discount on your next scheduled maintenance.
- **Satisfaction Survey** – Allow your customers to answer a survey/questionnaire interactively via text messaging.
- **Part In Stock Reminder** – Send a reminder text message when the part comes in stock.

In Your Sales Department

- **Send Marketing Campaigns** – Inform your customers when the new model is in stock or when a specific color/style is available.
- **Send Follow Ups** – Follow up with your customer after their new purchase.
- **Generate Leads** – Add "Text for More Info" to your car's sticker or paper ads.

Through Text Message marketing you can expand and enhance your current marketing and communication strategies; leveraging one of the hottest methods for communication & advertising today! Text Messages have become a widely used standard for instant and personal communication (surpassing e-mail campaigns). With TextHub's intuitive solutions you can achieve a higher level of customer service with ease.

Dealer Benefits Include:

- Achieve a higher response rate vs. other advertising methods – text messaging is 5 times more responsive than direct mailers and email campaigns.
- Save time communicating with your customers (in the service department) – calling 15 customers takes approximately 45 minutes; however you can text 150 customers in less than 1 minute.
- Create a massive impact and build customer loyalty – 23% of people will show or forward a text message to a friend.
- Easy to setup and easy to use – no software downloads – full intuitive online system.

