



- *#1 Service used by Fortune 500 companies*
- **15 years with over 80 employees.**
- **Industry leading platform.**
- **Over 95% of merchants who have signed up for our service are still with us!!!**



Here are a few national brands we work with.



National Brands Using Texting Successfully

JCPenny	JOIN	527365	Sherwin Williams	COLOR	27579
Applebee's	EMAIL	22337	Cabela's	WILDLIFE	247365
Papa John's Pizza	START	47272	Old Navy	OLDNVY	653689
Office Depot	START	47272	Target	SAVE	827438
Office Max	OFFER	33768	Best Buy	DEALS	332211
Bed Bath & Beyond	OFFER	239663	Dollar General	SAVE	34898
Petsmart	DEALS	84848	Tanger Outlets	TANGER	55695
Kohl's	SAVE	56457	Macy's	JOIN	62297
Joann Fabrics	BEADS	56266	Bloomingdales	JOIN	25666



Why Text ?

**90% are read
within
3 minutes!**

**45%
response
rate within
90 seconds!**



- **Direct line of communication with your customer**
- **More likely to see and respond positively**

It's The Biggest Thing NOW !





- Artwork, Keyword, and Toll-Free number to market Your Business



- Keep your customers *Informed & Interested*

- Build *Successful* text-based promotional 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



Display Your Keyword and Number **EVERYWHERE**

Website



How Text Messaging Works...



Customer Responds To Your Offer Using a Keyword.

Responds With YES To Join.

You Now Send A "PASS"

Promotion
Announcement
Special
Sale

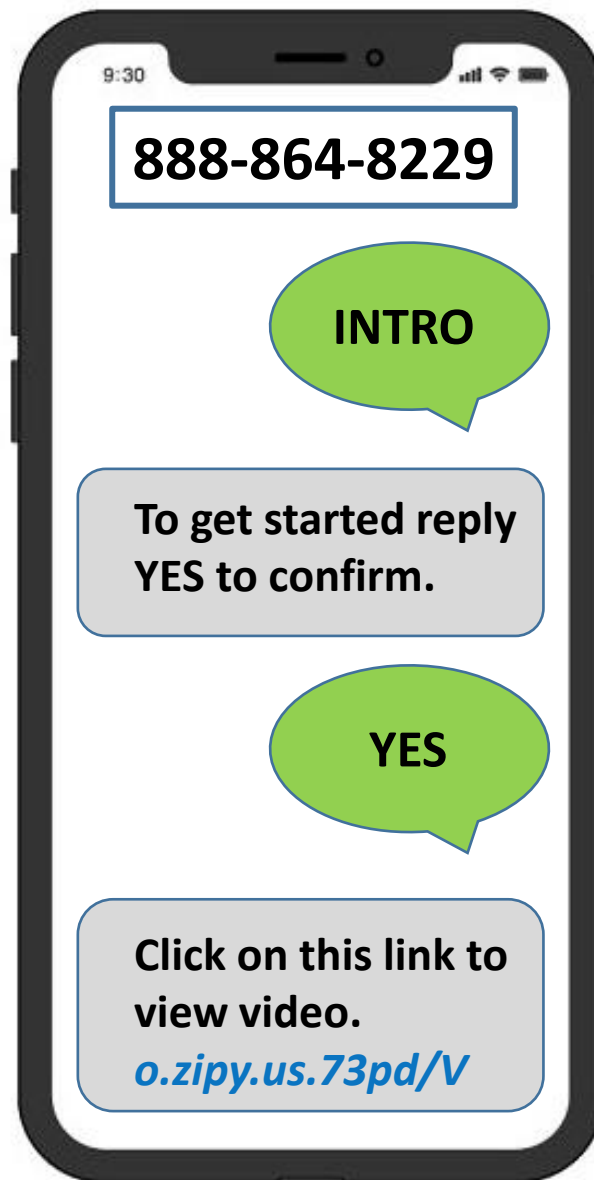


Try it NOW !

**See How
Fast & Easy
It works!**

**Take out your cell
phone and text**

**INTRO to
888-864-8229**



Texting Highlights:

Keywords & Toll Free Number

Mobile Coupons

MMS Photos & Video Links

Schedule Your Message

Reservation Reminders

Text to Vote or Win

Text to Screen



We Specialize In Helping

Restaurants



Retail



Realtors



Auto Dealerships/Repair



Hospitality



***Plus: Churches, Education, Local Government,
Medical Practice, & Non Profits***



**READERS
PUBLISHING**

Restaurant

- ✓ **Bring in More Repeat Business**
- ✓ **Instant customers – increase peak hours**
- ✓ **Customer satisfaction**
- ✓ **Communicate with staff**
- ✓ **Attract first time diners**
- ✓ **Minimize missed reservations**





**READERS
PUBLISHING**

Retail

- ✓ **Boost Repeat Customer Business**
- ✓ **Reel in more first-time shoppers**
- ✓ **Bring in shoppers during slow times**
- ✓ **Send Customers Updates**
- ✓ **Answer Questions**
- ✓ **Communicate with Staff**
- ✓ **Gain Feedback**

***PROMOTIONS, ANNOUNCEMENTS
SPECIALS, SALES***





**READERS
PUBLISHING**

Realtors

- ✓ **Sell More Homes**
- ✓ **Reach new prospects more effectively**
- ✓ **Provide instant information & updates**
- ✓ **Keep prospects in the loop**
- ✓ **Answer questions**
- ✓ **Communicate with Staff/Realtors**
- ✓ **Build your contact database**
- ✓ **Collect prospect contact information automatically**





**READERS
PUBLISHING**

Auto Dealership or Repair Shop

- ✓ **Sell more cars & accessories**
- ✓ **Engage new and existing customers**
- ✓ **Turnover bays faster**
- ✓ **Appointment reminders**
- ✓ **Send customers updates on service**
- ✓ **Answer questions**
- ✓ **Communicate with staff**
- ✓ **Grow your target contact database**

***PROMOTIONS, ANNOUNCEMENTS
SPECIALS, SALES***





**READERS
PUBLISHING**

Hospitality

- ✓ **Bring In More Repeat Business**
- ✓ **Attract more 1st time guests**
- ✓ **Engage guests during visit**
- ✓ **Communicate with staff**
- ✓ **Customer satisfaction**
- ✓ **Collect guest information automatically**



Benefits of



**READERS
PUBLISHING**

- **Local Partner To Help You**
- **Complete Training**
- **Plans For All Budgets**
- **90 Day Opt-Out Option**
- **Earn FREE Service**



Text Message Marketing...It's Not the Next Best Thing...It's the Best Thing NOW!



**READERS
PUBLISHING**

Marketing Partner

- ✓ Refer us to a business owner who signs up.
- ✓ 20% discount on your monthly subscription.
- ✓ Get 20% off on the next four referrals = FREE.

Some restrictions apply.

1ST - 20% OFF

4TH - 80% OFF

2ND - 40% OFF

5TH - 100% OFF

3RD - 60% OFF

FREE SERVICE !!



READERS
PUBLISHING

ALL-IN-ONE-MARKETING

**Contact the Representative that
directed you to this presentation for
Details and Pricing.**