

How the Little Known Twitter Text Service Can Get More Repeat Customers For Your Business

Twitter has a feature which is perfectly suited for using as a simple text message service - to send out special offers and promotions to your customers.

This is not a new feature by any means, but it is something that's not widely known about - and is certainly underused.

I've called it the "**Twitter Text Service**", but to Twitter it's known as "**Fast Follow**"

It means that if it's a particularly quiet time in your business right now, you could send out a text with an offer within the next 5 minutes – which could have your phone ringing in the next 10 mins... or less!

Before I explain how to set up the Twitter Text Service, here's a brief reminder of why it's **so** important to establish a line of communication with your customer.



The money's in the list...

There's an old adage that the "money's in the list". It's why companies encourage you to give your details so they can keep in touch and send you relevant offers – via emails, through company Fanpages on Facebook, direct mail, or maybe even by phone.

Inexperienced, or unprofessional companies can misuse their list (particularly with emails) - but then their communication just becomes 'spam' and is ignored.

However for the majority of businesses who do it right and do not abuse the relationship and trust they have with their customers, it plays a HUGE role in the growth and ultimate success of their company.

If your business relies on repeat customer and you don't have a way to keep in contact with your customers, then you are almost certainly **not** optimising their full potential to spend money in your business. You also risk losing that custom to other businesses who DO regularly communicate with their customers.

Text verses email

Ideally every business should be building a list of customers and prospects email addresses. It's a much better way of building trust and respect - and relationships that can last a very long time.

So I'm not suggesting you use text *instead* of email, but **as well as** – IF you already have an email list, or can see the benefit in getting one started. It's a different type of communication.

However it does take some work to start to build an email list. There's a learning curve with the software that automates the sending of emails to all your subscribers - because you wouldn't want to have to send them out individually. And you have to write regular interesting and informative content about your business or your service - you can't just use it occasionally to "sell".



With a text message there is a much higher likelihood it will be read. On average **less than 20%** of all emails are ever opened – but **over 90%** of text messages are opened and read immediately.

A text message is a perfect way to send out a really great value, short term offer when business is having a bit of a lull, or maybe you have some surplus stock to clear through quickly.

When you want to attract extra customers to your business **TODAY.**

And of course once you get them into your business for one thing - they may well spend their money elsewhere too.

How to Set Up Your Twitter Text Service

1) It is important to realise your customer does **not** need to have a Twitter account – or even know what Twitter is, to receive your promotional offers. They don't even need to own a smartphone because it is a text service.

2) You don't need to have an existing Twitter account, but you will have to set one up just to send your offer texts from. If you don't have a Twitter account yet, you can go [here](#) to find out more and sign up.

Asking a friend or family member who does have a Twitter account might shorten the learning process!

3) If you do have a Twitter account you will need set up a new profile just for your Offers text service. You might call it “*MyBusinessName_Offers*” (or Deals / Specials), or something a little bit more creative eg “*MyBusinessName_ForYou*” or “*MyBusinessName_GetHereSoon!*”

This will then be the account you use just for sending your offers and promotional messages.

4) You will then need to ask, or incentivise the customer to subscribe to your messages. However you choose to do this, there are at least two main *selling points* you can highlight.

Firstly make it clear they will receive your very best, EXCLUSIVE offers that will be excellent value because they will usually only be available for a short term. (They might be a Weekly, Weekend – or even an extra special “giveaway” Daily Offer to get them in).

Secondly, they are not sharing ANY details with you like they would with other companies. No name, email, or even telephone number. They are simply subscribing to receive your Offer Texts, but you will never know their telephone number – and they can unsubscribe at any time. And this could be an important consideration to many people these days.

5) To subscribe to your Offers all they need to do is text “**Follow MyBusiness_Offers**” (without the speech marks) - to **86444** on their mobile phone.

That’s it. They will now be sent any Offers you send from that account - direct to their mobile phone. Like any text message, they will normally be free of charge to receive.

If they want to unsubscribe, all they need to do is text “**Off MyBusiness_Offers**” to **86444**

6) One of the great things about using the Twitter Text Service is you only ever have to send out **one** message per offer - not 10, 50, 100 individual ones.

Ideas how to use the Twitter Text Service in your business

First of all, don’t overdo it - probably once a week will be the very maximum for most types of business. Otherwise it will just become viewed as spam and ignored - and ultimately switched off by your subscriber / valued customer.

Have you ever subscribed to Daily Deals sites like Groupon and have now unsubscribed, or delete the email every day without even reading it?

There will be exceptions. An Estate or Letting Agent for example, will need to send out a message whenever they have a new property – and they might want to consider several different Twitter profiles dependent upon price range etc.



Baring this in mind, there will probably be two main ways a business might use the Twitter Text Service to bring in more customers.

i) As a regular weekly or weekend offer - or maybe for a certain day of the week (a traditionally slow day of the week).

ii) Or on a more random basis when ever sales are particularly slow and you don't have much happening, or booked in for the next 24 hours. So a restaurant, or perhaps a hair / beauty salon might put out a **2 for 1 Offer** for the first 20 people to call and book. A bakery facing a particularly heavy amount of wastage for some reason, could send out a message at 2pm saying that all stock is half price for the rest of the day.

Either way, they need to be REALLY good offers so that even if it's not right or relevant on this occasion, your customer will ALWAYS at least look at them and most probably respond at some time in the future.

Whilst this strategy is probably most relevant to retail type businesses, service based businesses could also use it, may be to send out weekly / monthly tips and ideas that might help their clients. This would keep their business at the forefront of peoples mind for when they might need them again, help to get referrals, or even up-sell them to new and different services at some time in the future.

This is a highly effective, very easy and most of all, FREE way to build a relationship and bring in more customers to your business when you most need it. You are in total control and decide what the offer will be, for how long it will run – and how many people you are prepared to offer it to.

PRO'S

- Free to use
- Simple to set up
- Very quick and easy to send out instant texts with offers etc

CON'S

- You have to explain and take every customer through how to subscribe to the Twitter Text Service
- Some people will be put off when you talk about 'Twitter' - and by the 'hassle' (although it's not at all!)
- You don't have any details and so never know how many people are on your Twitter Text Service list
- You never know exactly how many people are receiving your offers and so can't measure its success

If you would like an easy and cost effective way to build a customer list where you **do** have their details and can target your offers more precisely and measure the results, check out our [Customoloyalty Programme here](#) - or contact me directly from the details below...

If you do start to use the Twitter Text Service in your business, please do let me know how you're using it and how successful it was for you. I would be really interested to hear from you.

All the best,

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