# Guide to Setting Up TXT-Response Campaigns

| Outcome Sought | Ad Creative | TXT2GET Set-up | Comment |
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| **Call advertiser** | "To order, call 0800... or TXT 'keyword' to 244" | Set up 'keyword' on shortcode 244, with an automated TXT Campaign reply such as: "Thanks 4 your interest in 'keyword' - we will call u shortly re your order.  See www.... or ph 0800... in the meantime." | An incremental number of people will TXT.  The client monitors the TXT2GET reports and then has his/her call centre or sales staff call back to take the order. The TXT wording prepares consumers for the call back so they expect it. This all takes the peak off call centre activity and means staff can call out when not taking calls in - increasing productivity, call quality and supporting 24/7 advertising.  NB. If clients need to check TXT2GET's reporting in real-time, they should set up campaigns under their own login/account, as they will not be allowed to share TRN's. |
| **Get info out or go to web site** | "For more information go to www... or TXT 'keyword' to 244." | Set up 'keyword' on shortcode 244, with an automated Email Campaign reply TXT such as: "Thanks 4 your interest in 'keyword'  See www.... or reply with your email address for more info." Then set up the email content. | You could also add "- we will call u shortly re your order" if you wanted to combine the ability to call back, as well as distribute more info. On average 70% of people will provide their email address (it depends on how much they want the info) You can increase the % of email addresses provided by asking in the ad for consumers to "TXT 'keyword' and your email address to 244 for more info". However, this extra step will mean slightly fewer people will TXT than if they have to send the 'keyword'  alone. |
| **Distribute business cards, vouchers, store locations & contact details** | "For locations and contact details, just TXT 'keyword' to 244." | Set up a 'TXT Campaign' response, such as: "Tks 4 txting Acme.  Get 20% off this mth by showing this TXT msg. Go 2 www... or 35 Broadway, N'mkt or 99 The Strand. Open 9-6 & 9-12 Sat" | The content of the TXT message can vary depending on the retail channels available. TXTing is also a logical bridge between traditional media advertising and mobile internet sites. (eg. .mobi sites built for mobiles)  This is because URL's are automatically linked in TXT messages, so people can click them to open the mobile internet site on their phone.  Faster telco networks and more smart phones are supporting this trend. |
| **Send free samples** | "For a free sample, TXT 'keyword' then your name & address to 244" | Use the reply text to confirm the sample & when it will arrive. Provide further info and www address on the product.<br><br>The textter's name and address will appear in the 'Comments' column on the Reports. | You can also set this up as an 'Email Campaign' in TXT2GET if you want to email more info on the product people are sampling.  Just select 'Email Campaign' when setting up, and use the reply TXT to ask for the consumer to reply with their email address. When they do, the system will automatically send the email the client set up in txt2get.co.nz. |
| **Build TXT, Email or Postal subscriber database** | "TXT 'keyword' to 244 for TXT updates"<br><br>Or "TXT 'keyword' and your email address to 244 to subscribe." | Use the TXT reply to confirm back to people that they have subscribed, and to further promote the product/service with www site etc. | See above for how to also send out further info on the product/service via email. |