TEXT
MARKETING
FOR YOUR SHOP

White Paper Series
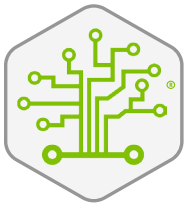Text Marketing Guide
www.kukui.com/text-messaging

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In this exclusive White Paper from KUKUI, we'll be discussing Text Marketing for Auto Repair Shops.
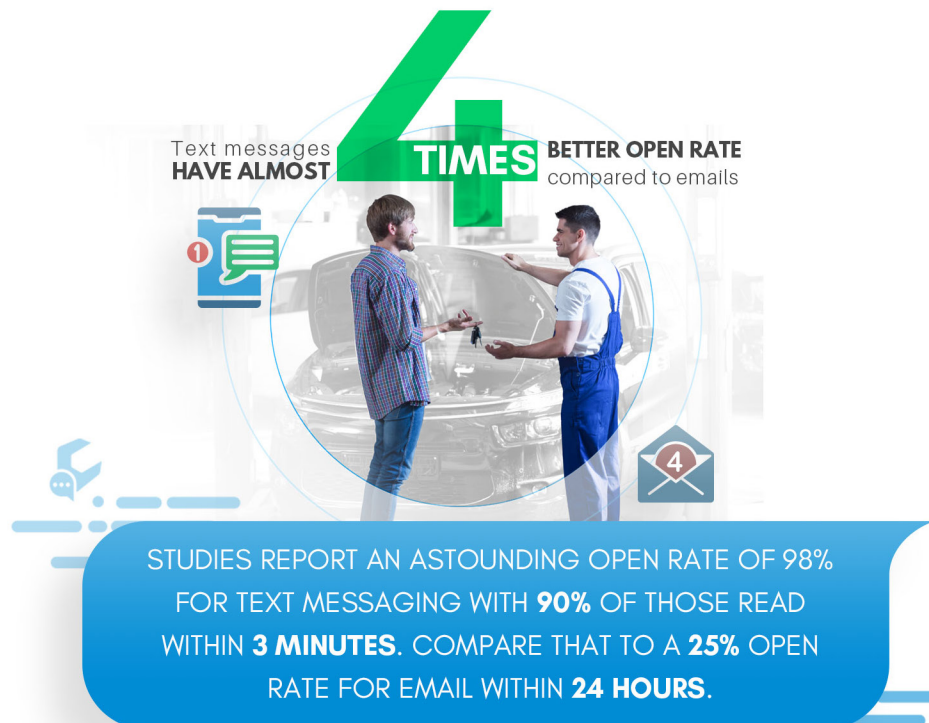
TEXT MARKETING
What It Can Do For Your Auto Repair Shop

Text marketing – sometimes called SMS marketing – has become an increasingly popular marketing channel to reach customers in many industries. Text messages are sent via a short message service (SMS) carrier to people who have agreed to receive such messages.

However, marketers have also been using text message marketing as a way to drive new and repeat business for several years. Some companies use this channel as a standalone strategy, but many use text marketing as part of an integrated marketing approach with other channels – such as email or social media.

Is text marketing effective? It can be if executed properly. SMS messages can be very effective at achieving marketing-related goals because they're short, get straight to the point, and provide an easy way to respond. With a 160-character limit, a marketing message and offer have to be concise and persuasive. That means businesses can't fill their text marketing messages with fluff and pointless information.

Text messages **HAVE ALMOST** **4 TIMES** **BETTER OPEN RATE** compared to emails

STUDIES REPORT AN ASTOUNDING OPEN RATE OF 98% FOR TEXT MESSAGING WITH **90%** OF THOSE READ WITHIN **3 MINUTES**. COMPARE THAT TO A **25%** OPEN RATE FOR EMAIL WITHIN **24 HOURS**.

TEXT MARKETING
Advantages

Text marketing has risen in popularity partly because it can be very efficient and effective. Companies use text marketing for the following reasons:

Generally easy to set up

Typically provides immediate response

Provides one-to-one or one-to-many messaging

Is highly targeted

Often less expensive than typical email campaigns or other marketing channels

Another factor that contributes to its popularity is the sheer number of mobile devices in use today. Notice how almost everyone, including preteens, carries a mobile phone or smartphone with them? The Pew Research Center claims that 96% of Americans own either a smartphone or cell phone. Mobile phones have become a basic necessity in today's age, making it the perfect communication medium for delivering time-sensitive messages.

Text marketing can be a failure, however, if not done properly. Because a person's mobile device is a very personal communication medium, business owners have to be sensitive to that personal connection. Therefore, text marketers must take all necessary precautions to not infringe on that personal "space" and not be disruptive on such a highly valued channel.

By its very nature, text marketing allows you to develop and nurture customer relationships by building trust. Unlike email, people tend to read through nearly every text they receive. It's hard to ignore a message when it is highlighted among their SMS threads, is only four lines long, and may contain the words 'SAVE' or 'SALE' to catch their attention.

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TEXT MARKETING
Laws that affect text marketing

In the United States, the Federal Communications Commission (FCC) oversees the regulations that provide consumer protection regarding commercial SMS messaging. The Telephone Consumer Protection Act (TCPA) and CAN-SPAM Act are the applicable laws regulating text marketing in the USA.

The CAN-SPAM Act defines the types of commercial messages allowed and how a business can advertise or promote a commercial product or service. The TCPA strictly forbids the sending of promotional text messages without an opt-in and ensures that consumers are presented with a simple way to unsubscribe.

In 2011, the FCC announced a significant telemarketing ruling that affects text message marketing. The "robocall" and text-message advertising law update made it illegal for telemarketers to place calls or send automated texts without express written consent from the consumer (more on this later). In addition, consumers must always be given an opportunity to opt out – even after he or she has opted in.

TEXT MARKETING
Text messaging statistics

Mobile phone use and mobile marketing with SMS texts have been around long enough to reveal some incredible statistics.

CONSUMER

91%
Received a text from a business

98%
Open rate for SMS messages

90%
Messages are read within 3 minutes
vs 25% email open rate within 24 hours

88%
Say text is number one task they use on their phone

35%
Communicate via text with a business anywhere from once a day to once a week

29%
Say they do not listen to voicemails

90%
Of mobile devices are always within reach

45%
Reply to branded SMS messages

71%
Say text messaging with a company was effective

43%
Have actually texted a business proactively

45%
Reply to branded text message blasts they receive
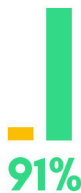
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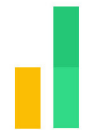
BUSINESS

68%
Use some form of texting to reach customers

65%
Of marketers say text marketing is effective

209%
Higher response rate for SMS than phone, email, or Facebook

90%
Of messages are read within 3 minutes
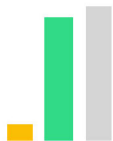
45%
SMS response rate vs 6% email response rate

30%
Or less of consumers receive SMS messages from businesses they patronize - even with a clear signal they are interested in hearing from the business

Data sources: Zipwhip, Smart Insights, SlickText, Textlocal, Mobile XCo, Random Facts, Podium, Campaign Monitor, MarketingProfs

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TEXT MARKETING
How text marketing works

Businesses need to have a few details in place before launching a text message marketing campaign. A text messaging service can help by providing you some of the key essentials. A text marketing program should have the following:

- **A provider**
- **A short code or toll-free number**
- **A primary keyword or set of keywords**
- **A subscriber list**

Short Codes

A text marketing provider can help you acquire a short code or toll-free number. You will select a four to six-digit short code — a number that users will respond to — from your SMS provider then choose a keyword that users can text back to that short code in order to engage in a campaign. While you can set up untracked text marketing campaigns, it's best to use keywords and/or short codes to track engagement and measure the success of your campaigns.

A message may look similar to "Save 15% on your next repair visit. Schedule before 05/10/2020 to qualify. Text DEAL15 to 23456 to save!" In this case, the keyword is DEAL15.

Getting permission

Now you are ready to obtain the required permission and build your subscriber list. Keep in mind that you must obtain opt-in permission to add a new subscriber. There are several ways you can get permission.

Some of the most common include:

- A written form
- An online form
- A keyword response via text

Methods to gain opt-in permission from customers may be to add a checkbox on your invoice or use shop signage that provides a keyword to opt in to text messaging.

Gaining opt-in approval orally will not work. You have to establish written proof, digitally or physically, that a subscriber opted in to satisfy legal standards. Experts recommend that you send a confirmation follow-up text to ensure they do wish to receive marketing texts or other text communications from you. It is also important to be clear about what customers should expect – including the frequency and type of texts they will be receiving.

TEXT MARKETING
How text marketing works

Not all business text messaging is the same. Some messages can be informational, such as updated hours of operation. Others may be transactional, such as a link to an invoice. So it's essential that you allow customers to select which type of messages they wish to receive when they opt in to your program. This is especially true for marketing messages. They must clearly accept marketing content before you can send your first text blast.

Changes & charges

If you make any changes to your text marketing program, such as altering the delivery frequency, you must alert campaign subscribers and give them a chance to opt out. It is actually good practice to routinely inform subscribers how to opt out of your program.

It is also important to keep in mind that SMS messaging may charge some customers directly for message and data usage when you send text marketing campaigns. Not all mobile phone plans offer unlimited data or messaging. That is why opt-in communications should carry a notice similar to this: "Standard message and data rates may apply."

Why is text marketing good for your vehicle repair shop?

Auto repair shops can leverage the strength of text marketing for multiple purposes. Promotions, appointment reminders, pick up notifications, and billing notices can all be delivered efficiently via text messaging. There are five key reasons this channel works for repair shops:

✓ **Local.** Messages received from local businesses are often appreciated because it keeps customers connected to nearby opportunities.

✓ **Engaging.** Because customers appreciate a helpful message, they are more likely to engage with your messaging campaign.

✓ **Timely.** Text messaging typically generates rapid response, so you can send timely offers with short deadlines for response.

✓ **Conversion-friendly.** Text marketing has been shown to achieve high success rates compared to other channels, such as email.

✓ **Reviews.** Text messaging can be an excellent way to request business reviews, which can help with your other digital marketing activities. Google and other search engines look for review "signals" to help rank websites.

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TEXT MARKETING

How to market your auto repair shop with text messaging

So what can you do with your text marketing program? As mentioned earlier, you are only limited by your imagination. But that comes with a caveat: your messaging must be desired, relevant, and simple.

Auto repair shops can use text marketing to send product or service promotions, scheduled maintenance notifications, new location announcements, feedback surveys, new services advertising, and more.

Keys to success

The keys to a successful SMS messaging campaign are:

- ✓ Understanding what motivates your customers

- ✓ Present limited time offers

- ✓ Offer exclusive or personalized deals

- ✓ Select a keyword that reinforces the theme of the message (i.e. 'MARCHSALE' for a promotion in March)

- ✓ Use short, precise copy that grabs attention with links to coupons, scheduling apps, or web pages with more details, if necessary

Provide value and time your delivery

Because of the personal nature of mobile communications, it is essential to create a disruption of value . Other marketing channels offer more of a "barrier" between a business and its customers but so many people carry their phones with them at all times and quickly look at any text they receive, that it is critical to be respectful and considerate as to when you send out your text messages. For example, you must avoid sending messages either very late or very early in the day. Also, consider your customers' daily routines when scheduling delivery – avoid sending during normal commuting hours and other inconvenient times.

Personalize and segment your audience

Simple personalization techniques, such as using their names, if possible, can improve the impact of your messages. You should also use data you have on your customers to divide them into segmented lists.

If you are segmenting your audience using criteria such as number of days since last visit, try to personalize your messaging around that criteria. Perhaps you decide to group customers according to make or model of vehicle, your messaging can mention the vehicle by name. Use your segmenting practices as a way to generate personalized messages that will make customers feel valued.

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TEXT MARKETING

How to market your auto repair shop with text messaging

Start a conversation

Finally, as research has shown, people will respond or even proactively message your shop. Be prepared to have a conversation when prompted by your text messaging subscribers. This means having a resource to engage in a timely manner – which could be a shop supervisor or dedicated office staff. Also, ask for feedback and preferences to further inform your text marketing program. Doing so helps you improve campaigns, thus improving your results.

$25 Off

Planning a text marketing campaign

Now that you've discovered all the benefits and advantages of text marketing for your auto shop, it is time to plan your first campaign. Common best practices suggest you should consider the following:

Goal

What will be the major objective for the campaign? Text marketing can help you drive people to your shop, visit your website, order parts, or otherwise engage with your shop. So the first step for your campaign is to decide on your desired outcome. It will be very helpful if you document this goal so you can determine if it was achieved when you review your campaign.

TEXT MARKETING

How to market your auto repair shop with text messaging

Audience

Who will you send your text blast out to? You may want to re-engage your repeat customers or reach out to new ones. After you have determined your goal, choose the audience who will receive the campaign. While you can send a generic message to your entire (opted in) customer base, you'll likely get a better response if you segment and target specific customers.

Offer

Next, determine the offer you'll send. Think about the demand for your offer and what it will cost your customers. As mentioned, text marketing is specialized, so avoid sending a text blast offer that doesn't fit the channel. Does your offer fit the immediacy and personal nature of text messaging? Will your offer generate a quick response? The primary purpose of a marketing campaign is to drive action, so make your call-to-action easy and rewarding for them. If you need to provide details, point your audience to your website with a handy link in your message.

Message

Creating your message comes next. The best words to use are action verbs that create a sense of urgency. Make sure your message is relevant by making it address their wants and needs. For repeat customers, use triggered messages based on criteria, such as time since last visit. The point here is to use messaging to facilitate more engagement from your customers.

Save more!

Get offer now

Don't miss out

Act now!

Hurry up

TEXT MARKETING

How to market your auto repair shop with text messaging

Timing

Creating a successful promotional campaign can bring droves of customers to your door. You don't want to overwhelm your bays with overbooking, so plan your campaign to ensure your auto shop can handle the response appropriately. Consider the time of month and year when you send out your offer and make sure you have the staffing and inventory to manage the volume of business.

Text Message

A text message is used to reach out to multiple customers at once, so setting up your blast should not be an afterthought. Do you send all at once or stagger your messages based on segments? Choose your preferences in the text messaging platform to ensure all considerations are covered before the blast goes out and make sure you have appropriate management of the campaign as it is in progress.

Review

The last step is to review your campaign results. Avoid simply blasting and moving to the next campaign. By reviewing your results, including how many customers chose to unsubscribe after receiving the message, you can learn about your audience, the appeal of your offer and message, and whether the timing was optimal. If you don't have a dedicated professional marketer in the office, consider having multiple reviewers provide feedback so you can get a "holistic" view of the results.

Thank You
for choosing us!

Please leave us a quick review by tapping the link below

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TEXT MARKETING

How to market your auto repair shop with text messaging

Proceed with caution: text marketing risks

Adopting text messaging as a marketing strategy does come with some risks. First, you risk being classified as a spammer if you send to a phone owned by someone who did not opt in at all or opted out at some point. But an even bigger risk is consumer privacy. Messaging service Zipwhip revealed that:

"The majority of businesses are texting from cell phones despite the risks involved. While more businesses are texting with customers, 88% admitted to using personal or company-provided cell phones to do so. Using a cell phone instead of business texting software jeopardizes customer privacy, puts company assets at risk if the phone is lost or stolen or the employee leaves the company and increases the likelihood that TCPA compliance is not being met."

So it makes sense to work with a text messaging solution like our new Kukui Text Marketing Platform. Let's explain why.

TEXT MARKETING WITH KUKUI

KUKUI – the leader in auto shop CRM solutions – provides text marketing with our Text Connect platform.
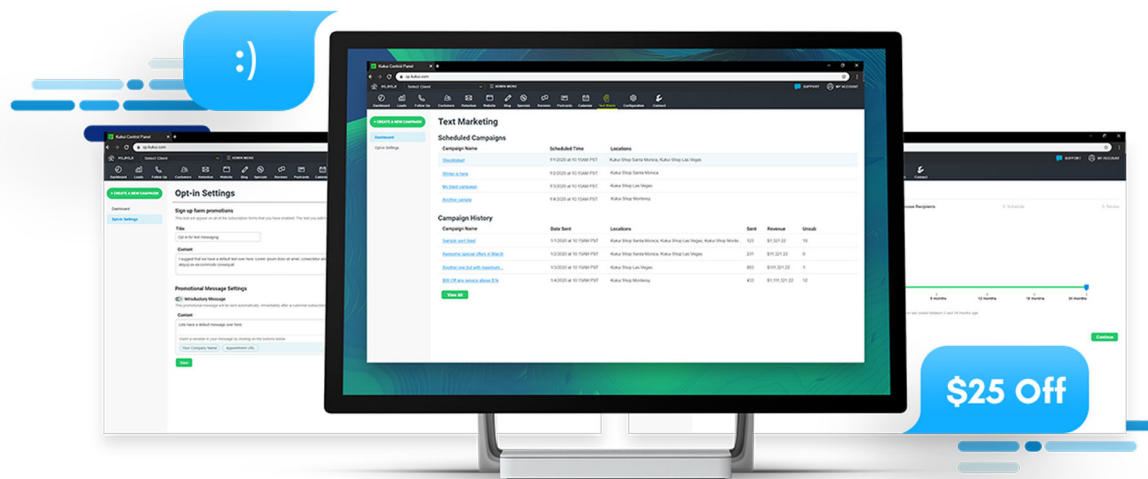
What is text marketing?

Like email marketing, text marketing is a quick and effective way to reach hundreds of recipients at once. It can be sent to an entire opted-in customer base or broken into segments.

TEXT MARKETING WITH KUKUI

What is KUKUI's Text Connect Platform?

The Text Connect Platform consists of several product modules focused on supporting text-based messaging between the shop and customers at various points in the customer journey.

✓ **Text Marketing - Campaign based text messages**

✓ **Text Reviews - Customer review requests by text message**

✓ **Customer Texting - Single one-to-one messages to a selected customer**

The Text Marketing module is intended as a "bay-filler" to send out quick announcements and specials for an instant reaction. Whether you want to send text messages for marketing alerts, sales events, coupons, discounts, announcements, or notifications, KUKUI makes communicating with your customers easy and efficient.

TEXT MARKETING WITH KUKUI

Setting up a text marketing campaign

An intuitive message wizard walks the user through the creation of the message content. A simple message window is provided for message entry and pre-defined templates are available for inspiration. Dynamic fields for customer name, shop name, and last visit data are available to include in the message.

Advantages

Our desktop texting platform provides better security. While customers will engage in text messaging with your shop, you don't want your team members to use their personal phones for business texting.   By text messaging through our platform, you can increase sales and support productivity, but as importantly, improve the security of your customer data.

We provide several message templates with preloaded messages to help streamline marketing campaigns and provide inspiration.

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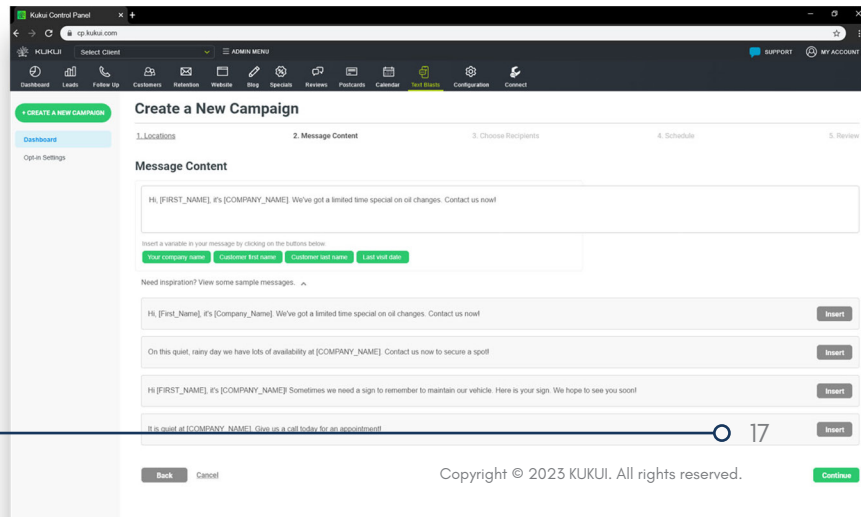
TEXT MARKETING WITH KUKUI

You can use audience filters to select only customers who have spent a certain amount of money over time or who have last visited during a certain period.

Choose Recipients

Minimum lifetime amount spent

Only include customers that have spent at least:

$ 0

Time since last visit

Include customers based on the date of their last visit.

This campaign will be sent to customers that have last visited between 2 and 12 months ago.

| 0 Months | 1 Month | 2 Months | 3 Months | 6 Months | 9 Months | 12 Months | 18 Months | 24 Months |

Customers matching criteria
321
Calculate

Advanced Filters ^

Minimum Lifetime Visits

Only include customers that have visited at least 0 times.

Customer Vehicle Make ⊙

Only include customers who drive [   ] +Add vehicle to filters

Active Filters

Non-existing Customers ⊙

⊙ Include Non-Existing Customers and filter them
○ Include all Non-Existing Customers
○ Exclude all Non-Existing Customers

You can set your text campaign to be either scheduled to begin immediately or at a predefined day and time.

Schedule

When should the message be sent?

○ Now (available only during business hours; you'll be able to review the campaign before it's sent)

⊙ Later

On 07/01/2020 📅 at 9:00 AM ⌄ (Pacific Standard Time)

Give the campaign a name.

[   ]

TEXT MARKETING WITH KUKUI

You can see a history of completed, ongoing, and scheduled campaigns displayed on the Campaign Dashboard.

You can generate more reviews with our automated follow up messaging. The KUKUI Reviews module detects when a customer has concluded a repair and automatically sends them a text message asking them to leave feedback on your shop.

TEXT MARKETING WITH KUKUI

So, how can your auto repair shop send secure text blast campaigns with ease? **Contact KUKUI** today and start your next text marketing campaign tomorrow!

Visit our website

View KUKUI CRM

Explore Text Connect

Help with Google Ads

Schedule a demo

For more information, visit **www.kukui.com/text-messaging** or call **(877) 695-6008**.