




# Mitchell1<sup>®</sup>

*In your shop, at your side*

**SocialCRM**  
**Shop Marketing with Local Search**

 **Texting Campaigns**

## Text Message Marketing

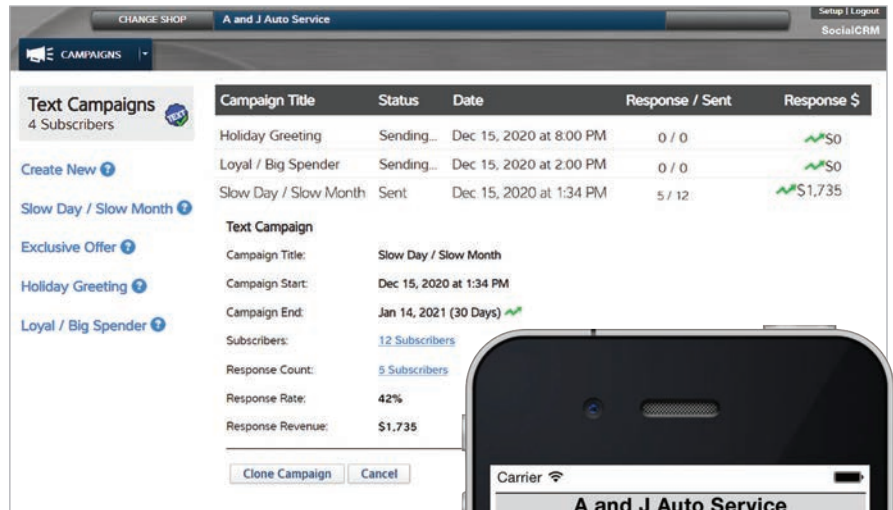
Supercharge your shop's marketing with text message campaigns and reminders

Text messages are personal, quick to read and respond to, and very few people ever leave a text unread. Connecting with your customers through text messaging is a critical strategy for success in your auto shop marketing efforts.

### Texting Campaigns

SocialCRM has powered up its service with text campaigns that can be managed from your SocialCRM dashboard with just a few clicks! Build on-the-fly marketing text messages to promote exclusive deals and share important notifications directly to customers.

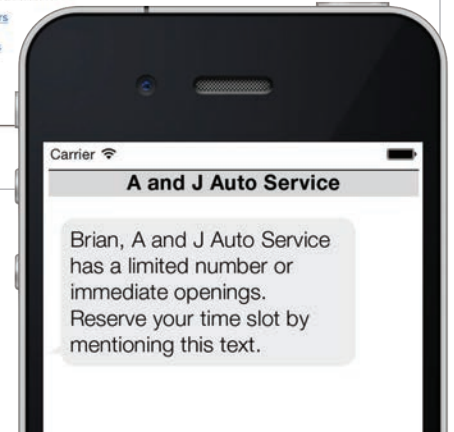
Text marketing requires documented prior consent by the recipient. SocialCRM has you covered! The service will contact your customers by email to obtain the necessary permissions.



Campaign Title	Status	Date	Response / Sent	Response \$
Holiday Greeting	Sending...	Dec 15, 2020 at 8:00 PM	0 / 0	\$0
Loyal / Big Spender	Sending...	Dec 15, 2020 at 2:00 PM	0 / 0	\$0
Slow Day / Slow Month	Sent	Dec 15, 2020 at 1:34 PM	5 / 12	\$1,735

Text Campaign	
Campaign Title:	Slow Day / Slow Month
Campaign Start:	Dec 15, 2020 at 1:34 PM
Campaign End:	Jan 14, 2021 (30 Days)
Subscribers:	12 Subscribers
Response Count:	5 Subscribers
Response Rate:	42%
Response Revenue:	\$1,735



### SocialCRM Texting Campaigns includes:

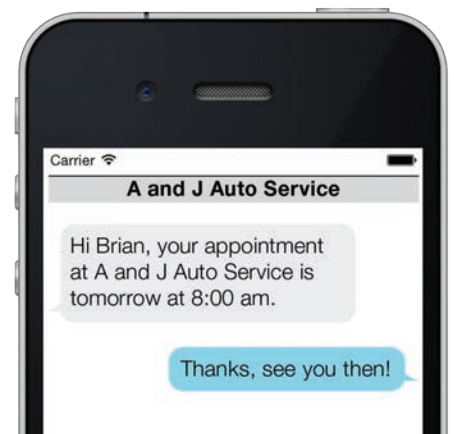
- ▶ Subscriber texting consent emails
- ▶ Pre-set text campaign templates
- ▶ Personalized messages to custom lists
- ▶ Text preview and sample text verification
- ▶ Pre-scheduled text campaigns
- ▶ Real-time notification of responses & consent

### Pre & Post Visit Text Notifications

In addition to text marketing campaigns, SocialCRM will help you keep your customers engaged through ongoing, personalized messages from your shop.

**Automated Texting** — SocialCRM sends appointment reminders and follow-up thank-you texts after the visit — with an invitation to write a review about your shop.

**Real-Time Response Notifications** — Never miss a customer response to your text campaign. When you're notified by email or text, you can respond back via your personal cell phone.



### For more information:

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