



**AGENCY WEBINAR**

# Pricing & Selling SMS Marketing Campaigns

@GatherUp | GatherUp.com



# Agenda



**1**

New Feature & Benefits of SMS Marketing

**2**

Building a compliant SMS subscriber list

**3**

Selling SMS Marketing

**4**

Measuring Success

# Steve Hartman

- Over four years at GatherUp split between multi-location sales and product marketing
- Lives at the intersection of customers and the product, CS, sales and marketing teams
- Part of product development and pricing, communication and feedback team



# Chris Walker

- GatherUp's first sales hire.
- 6 years working with our Agency/Reseller partners.
- 13 years working in digital marketing agencies.
- Former GatherUp reseller
- Canadian.....eh?





GatherUp is one platform that scales all aspects of your reputation management from **listening** to customers to **understanding** them to **engaging** with them so you can improve the customer experience across multiple businesses.

# Storytime



# Coffee Shop

You ask for reviews and act on the feedback.

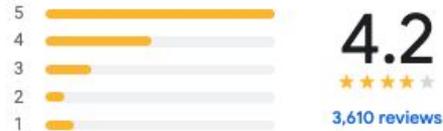
## Where you're crushing it

1. **Quality of food and beverages:** A consistent highlight within the reviews is the delicious food and drink options being served. One customer said, "Great coffee and good food."
2. **Friendly and great staff:** Customers appreciate the friendly and good quality service provided by the staff. One complimented with, "Absolutely fantastic customer service every time!"
3. **Good atmosphere:** The coffee shop's ambiance is recognized by many customers with comments like, "I really enjoyed sitting outside with their drip brew."
4. **Community feel:** Patrons enjoy the welcoming vibe and local community feel of the coffee shop. A reviewer mentioned, "A great community coffee shop filled with people living in the neighborhood."

 **alina kapinos**  
3 reviews  
★★★★★ 17 hours ago **NEW**  
[More](#)

 **Whoever**  
Local Guide · 64 reviews · 91 photos  
★★★★☆ a day ago **NEW**

## Review summary



 "Prices are reasonable, **service** great, and the **food** tasted great."

 "Tasty **burger** cooked to order, reasonably priced **drinks**."

 "Great **breakfast food** (vegan **burrito**) and just a short **wait** for an outdoor **table**."

# A Coffee Shop

## Coffee Shop

You work hard to build your online presence.

The screenshot displays a Google search for "Lost Lake Cafe". The results include:

- Lost Lake Cafe | Cafe in Capitol Hill**: THURS-SAT 7am - 3Am • Sun-wEd 7am - 12Am Happy hour. Morning - 7AM - 8AM Afternoon - 3pm - 6pm • Phone (206) 323-5678 • Location 1505 10th Ave. Seattle WA 98122. Includes sections for Menu, Breakfast, Food, and Lunch & Dinner.
- Yelp**: **LOST LAKE CAFE AND LOUNGE - 708 Photos & ... - Yelp**. Lost Lake Cafe and Lounge, 1505 10th Ave, Seattle, WA 98122, Mon - 7:00 am - 12:00 am, Tue - 7:00 am - 12:00 am, Wed - 7:00 am - 12:00 am, ... Rating: 3 - 1,128 reviews - Price range: \$11-30.
- Instagram**: **Lost Lake Cafe & Lounge (@lostlakecafe)**. Seattle, WA SUN-WED 7am - 12am | THURS-SAT 7am - 3am. Soon again to be '24/7 365 Days A Year'. lostlakecafe.com. Our Bday Party's profile picture.
- Facebook**: **Lost Lake Cafe & Lounge**. Lost Lake Cafe & Lounge. 8745 likes • 1 talking about this. OPEN LATE: THURS-SAT 7AM - 2AM SUN-WED 7AM - 12AM On Seattle's Capitol Hill. Address:...

On the right, a Google Maps view shows the location of Lost Lake Cafe & Lounge at 1505 10th Ave, Seattle, WA 98122. The map includes a rating of 4.2 stars from 3,610 Google reviews, a price range of \$\$, and a "Diner" category. A "Service options" section lists "Dine-in", "Takeout", and "No-contact delivery". A "Questions & answers" section shows a question: "It's been a long time since I visited Lost Lake. Do they still offer Happy Hour menu?" with an answer: "A: Yes- (2 more answers)". A "Popular times" chart shows the cafe is "Live: Not busy" and "Usually no wait".

# Coffee Shop

Post reviews on your website which brings in new customers.

**MONTHLY SPECIALS**  
Crab Benedict  
Muffuletta Sandwich  
Mango Habanero Wings

**HAPPY HOUR IS BACK!**  
Morning | 7am-8am  
Afternoon | 4pm - 6pm

**HAPPY HOUR MENU**

**FEATURED MENU ITEM**  
Lost Lake Bloody Mary  
Jalapeño Infused Vodka, Lost Lake Bloody Mary  
Mix and pickled vegetables.

**4.6** Out of 5 Stars  
★★★★★  
Overall rating of 2,963 3rd-party reviews

[Leave Us Feedback](#)

View Filters

**Gerardo Tamayo**  
August 20, 2023  
2 out of 5 stars  
★★★★☆  
Google  
Good food but terrible service. Went to this location at opening with the restaurant near empty. Grabbed a chair nearby and sat on the end of the tabl...  
Read More

**Ben S**  
August 19, 2023  
5 out of 5 stars  
★★★★★  
Google

**Heather Kuykendall**  
August 19, 2023  
4 out of 5 stars  
★★★★☆  
Google

1 2 3 4 ... 221

# LINEAR CUSTOMER JOURNEY



# Coffee Shop

## But something is missing

- Couldn't use feedback as a way to communicate directly with customers.
- It's hard to retain or reward customers for their loyalty.
- Businesses HOPE customers come back. But hope is not a strategy.

# Coffee Shop

What if you could...

ENGAGE your loyal customers where the message will *most likely* be seen.



🍩 It's International Donut Day! Get a FREE donut with a coffee purchase today only.

# Coffee Shop

What if you could...

Show appreciation to your customers and get them to come back over and over.



# Coffee Shop

What if you could...

Gain more feedback  
delivering more actionable  
insights.



# SMS MARKETING

## THIS IS THE WAY

New marketing channel that builds customer loyalty.

An SMS list is the most POWERFUL list in marketing.

Engage customers and increase retention using the personal touch of SMS marketing.



# Customer Loyalty Loop

## LISTEN

Listen to your customers by gathering customer feedback, reviews, and ratings automatically.

1

## ENGAGE

Engage with customers through multiple touchpoints and market your reputation to win new customers.

3



## UNDERSTAND

2 Manage and analyze customer feedback to understand and improve the customer experience.

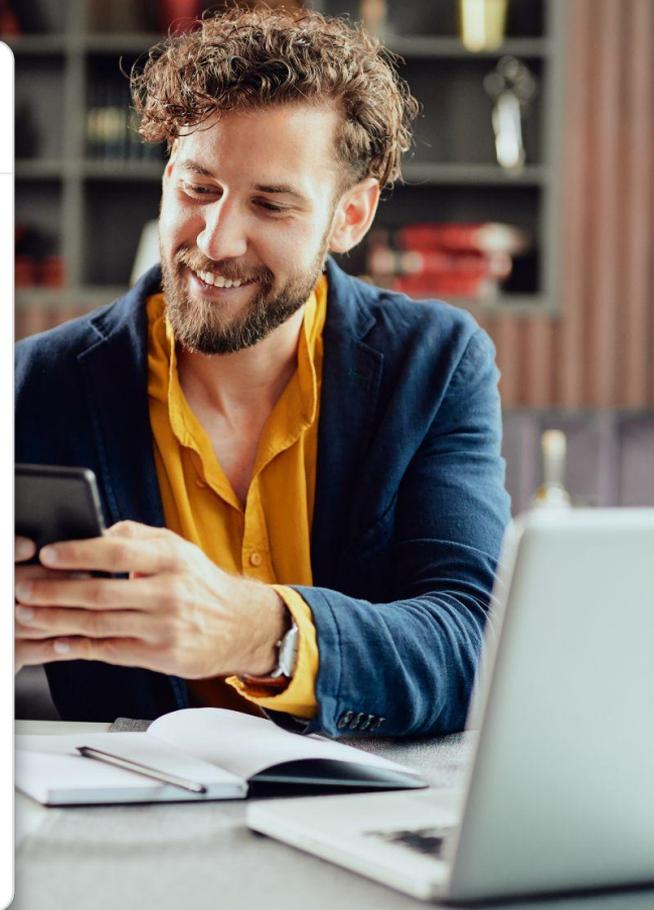
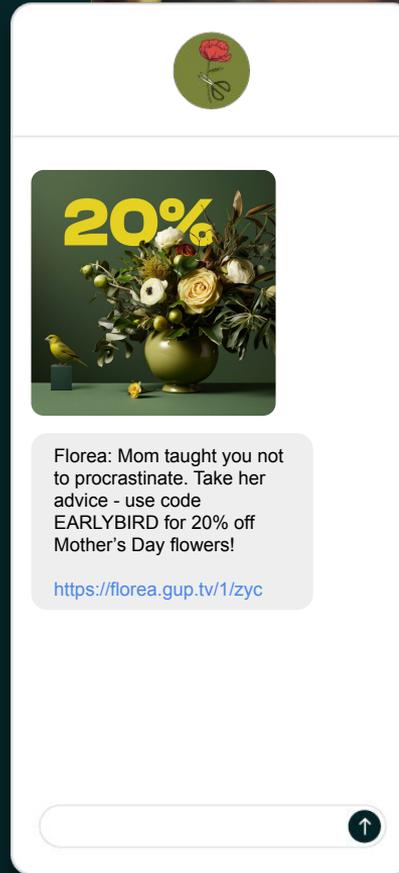
# WHAT IS CAMPAIGNS?

**Campaigns is an SMS marketing feature that drives sales through customer loyalty using customer feedback to create a compliant SMS opt-in list.**

# CAMPAIGNS

## SMS Marketing

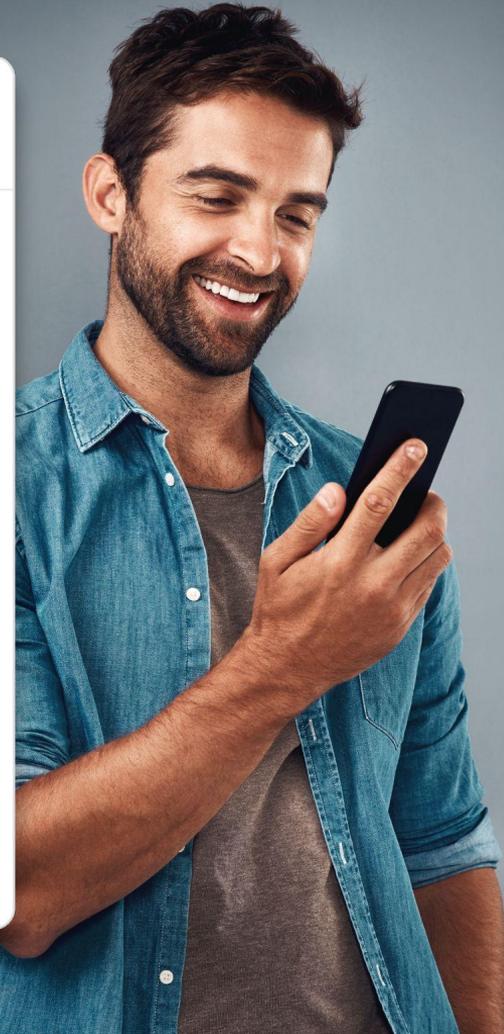
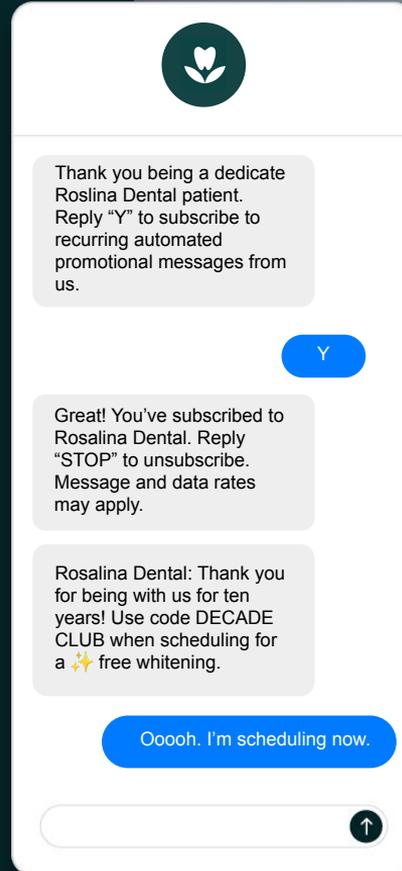
- Like an email that actually gets opened!
- Help your clients engage with their customers
- Create a new revenue stream



# Campaigns

## Create the most **POWERFUL** list in marketing

- Increase client retention
- 10x-20x ROI from SMS\*
- Turn your clients customers into loyal ones through personalized SMS campaigns
- Send promotions, special offers, or announcements easily.



# Campaigns

Agency Dashboard

Business Dashboard

Contacts Beta

Campaigns Beta

Conversations Beta

Customer Activity

Requests

Inbox

Reports

Settings

## Campaigns

search for campaigns

Send feedback !

New Campaign

Barbara Test

DRAFT

Last edited 9/27/2023 at 1:45 PM

Will send to Barbara - ONLY JOSH list

--  
sent

--  
delivered

--  
clicked

--  
opt outs

Test

DRAFT

Last edited 9/27/2023 at 2:45 PM

Will send to Mast List list

--  
sent

--  
delivered

--  
clicked

--  
opt outs

Test Opt-in with capital y

SENT

Sent on 9/27/2023 at 10:29 AM

Sent to Mast List list

1  
sent

1  
delivered

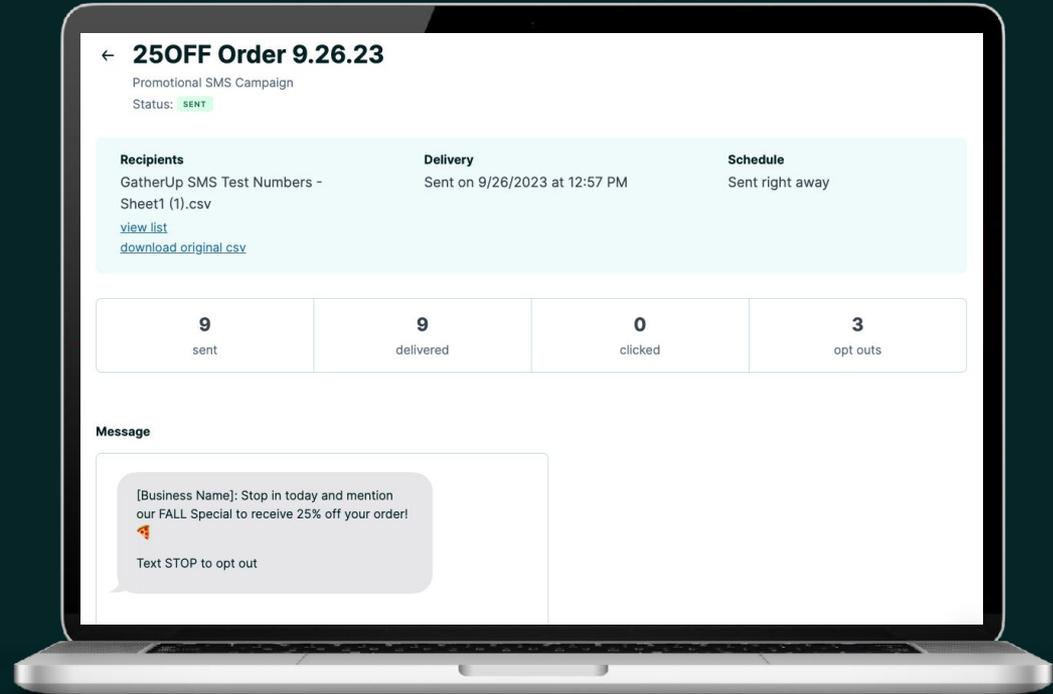
0  
clicked

0  
opt outs

# Campaigns

## Metrics

- View past campaign messages
- Campaigns sent (after receiving opt-in “Y”)
- Clicks
- Opt-outs



# Campaigns

## Build a campaign in 5 easy steps

- Self-explanatory Campaign creation
- Use emojis and images
- Link shortener to save you text characters
- Send right away or schedule for later
- Test the send by sending it to yourself before clicking send

**Name your campaign**

---

**Choose recipients** **Send to**

---

**Confirm permissions** **Opt-in Confirmation**

By checking this box, the party uploading customer information (i) confirms that it has a privacy policy and terms and conditions in place governing the collection, use, and sharing of such customer information; (ii) that such customer information has been collected and is being used and shared in compliance with all applicable laws; and (iii) has express consent from such customer to share and use such customer information in accordance with the services to be provided. The uploading and/or sharing of customer information is governed by these [Terms of Use](#) and [Privacy Policy](#).

**Written Consent**

- If a contact has provided written consent, the campaign will deliver at the selected time.
- If a contact has not provided written consent, they will not receive the campaign.
- If the contact has not been asked for written consent, we'll request it. [Learn more](#)

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**Write your message**

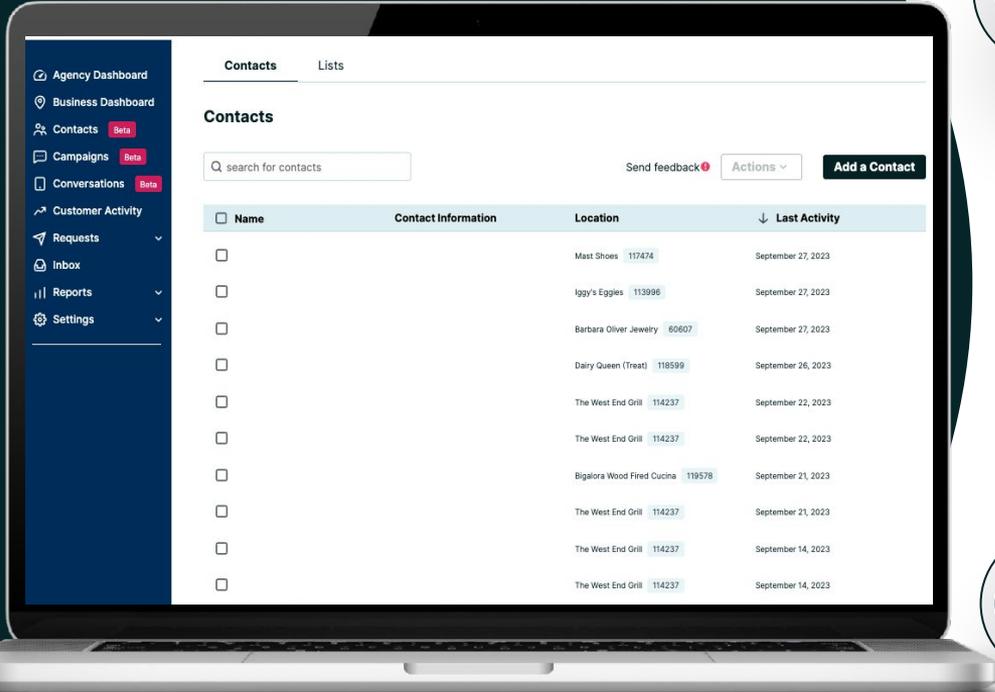
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**Schedule campaign**  **Right away**  
Your message will go out as soon as possible

**At a specific time**  
Your message will go out at the selected time for the location's time zone

Text messages will only be delivered between 8AM and 8PM. Time zone is determined by the sending location.

# Contacts



Add Contacts for SMS Campaigns



Add Contacts to Lists

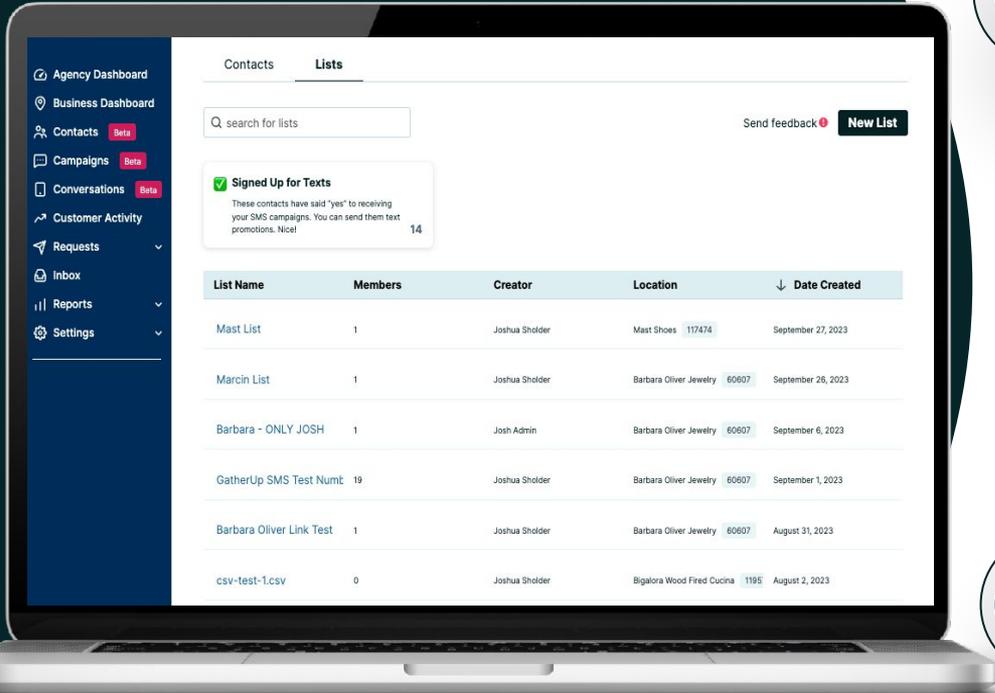


View profiles and history



Check opt-in status

# Lists



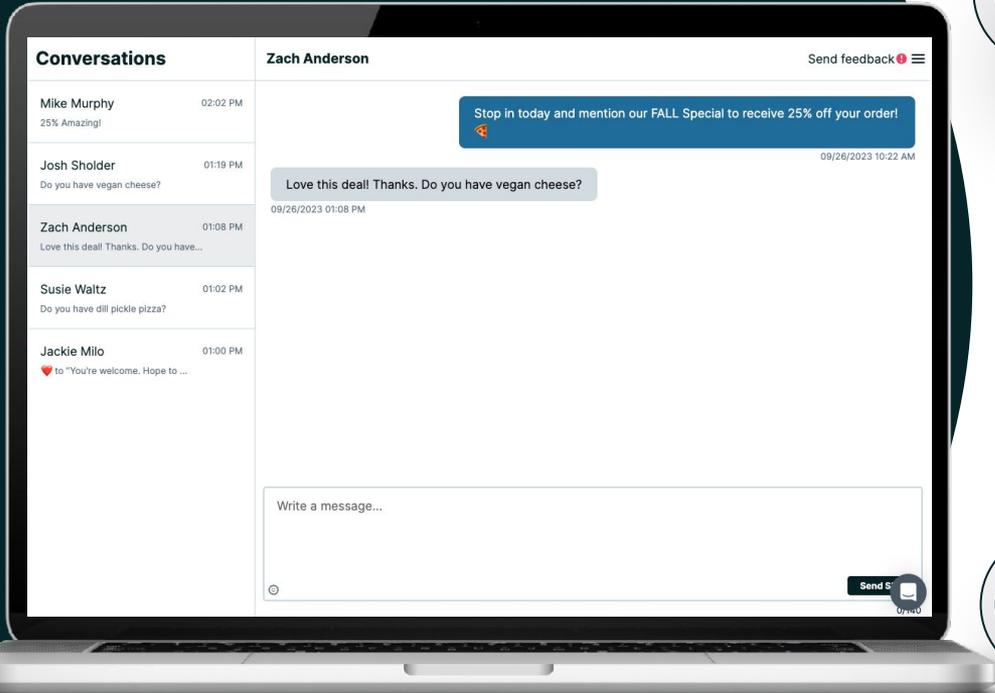
✓ Signed Up for Texts lists shows your total opt-in subscribers

✓ Create New Lists for SMS Campaigns

✓ Lists are assigned to a specific location

✓ Uploaded CSV files in Campaigns will create a list

# Conversations



✓ Captures responses to Campaign messages

✓ Keep track of ongoing conversations

✓ Quickly respond

✓ Engage with client customers



# **BENEFITS OF SMS MARKETING**

**Generate more loyalty and customer retention for your clients and create another growth opportunity with higher ROI.**

# CAMPAIGN BENEFITS

**SMS Marketing addresses  
the key pain points of  
agencies**

Combats decreasing consumer  
engagement

Declining marketing ROI of  
channels like social, email, paid  
search

SMS marketing is the only  
marketing channel that drives  
sales through customer loyalty

**1**

**Minimal time or financial  
investment**

**2**

**No creative needed**

**3**

**Increased customer loyalty**

**4**

**Added revenue for your  
agency**

# DECLINING EMAIL ENGAGEMENT

## SMS performs better

SMS has a higher open and click rate than email

Email click rates dropped by more than 10% YoY in 2022

	SMS	Email
Open Rate	98%	22%
CTR	6-9%	3%

# SMS is consumers preferred channel



**97%** of texts are read within 15 minutes



**81%** of US consumers had opened an SMS from a business



**63%** of consumers made a purchase by clicking on a link in a text within the last 3 months



#### SOURCES

<https://www.attentive.com/state-of-conversational-commerce>

<https://on.emarketer.com/rs/867-SLG-901/images/eMarketer%20SMS%20Marketing%202021%20Report.pdf>

<https://www.smscomparison.com/sms-statistics/>

# Marketers agree...

**96%** of marketers using text messaging say it's helped them drive more revenue

**58%** of marketers see a measurable impact on customer re-engagement and retention after implementing SMS

**67%** of businesses have increased their SMS marketing budgets in 2023.

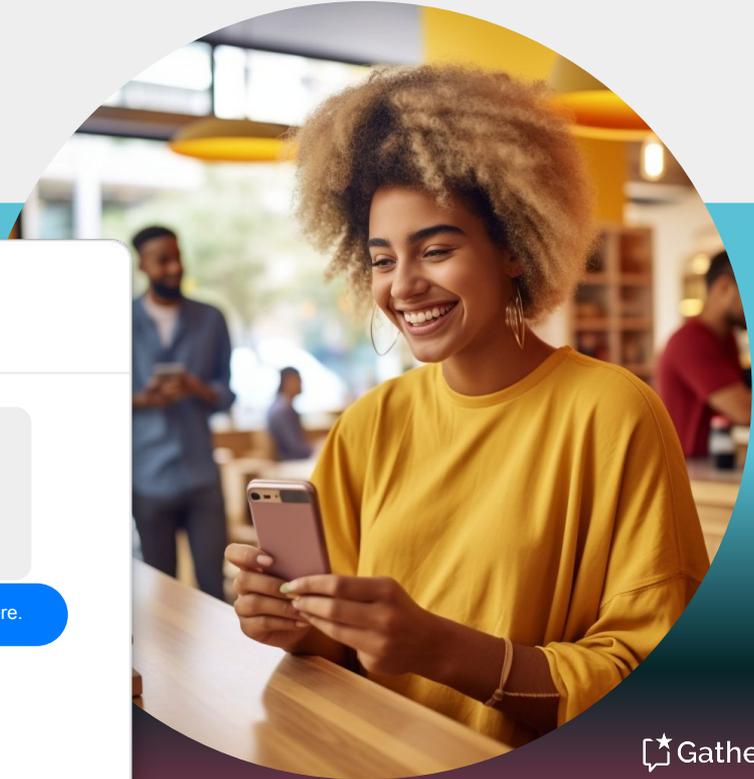


#### SOURCES

<https://www.attentiv.com/2021-sms-marketing-benchmarks-report>  
<https://commercenext.com/the-ascension-to-digital-maturity-a-benchmark-report/>  
<https://simpletexting.com/blog/2023-texting-and-sms-marketing-statistics/>

# Over 90% of consumers want to sign up for texts from businesses they love.

81% of consumers are opted in to at least one brand's text message program



PureJuice: Hey Vanessa, remember Monday is Mango Madness. Wear yellow for a free Mango Madness smoothie!

I'm there.

#### SOURCES

<https://www.attentive.com/blog/consumer-trends-report#toc-2>  
<https://www.attentive.com/state-of-conversational-commerce#intro>

# SMS is effective because it's exclusive



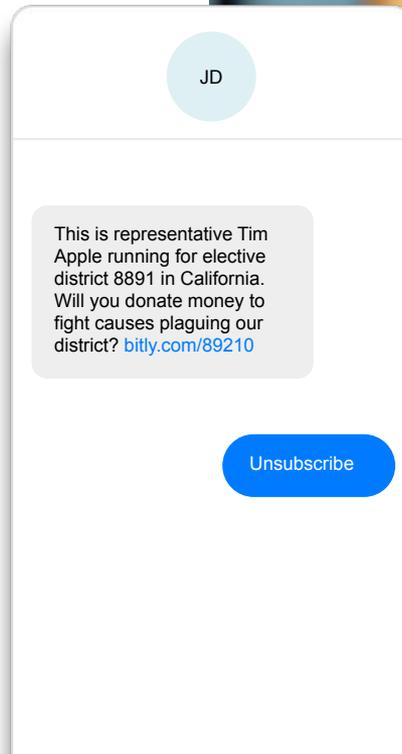
**Consumers are picky about who gets their #**



**Someone who opts in WANTS to hear from the business**



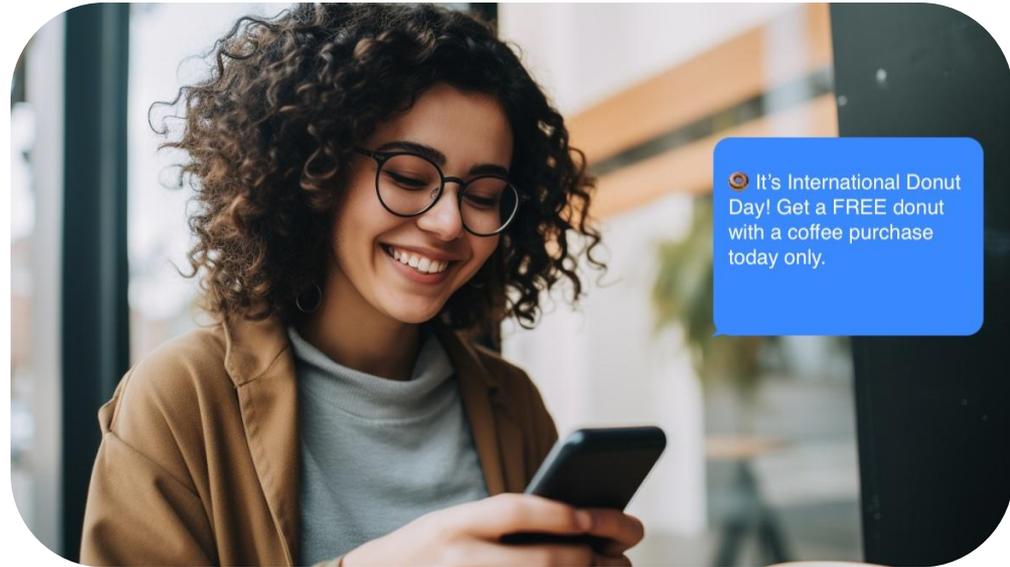
**Spam is not tolerated**



# EASIER THAN CREATING ADS

## No creative needed

- ✓ Fewer resources needed than paid search, social or email
- ✓ Simple as writing a text
- ✓ Equipped with emojis, images and attachments to bring the business personality to life
- ✓ Use with other promotions or communications



🍩 It's International Donut Day! Get a FREE donut with a coffee purchase today only.

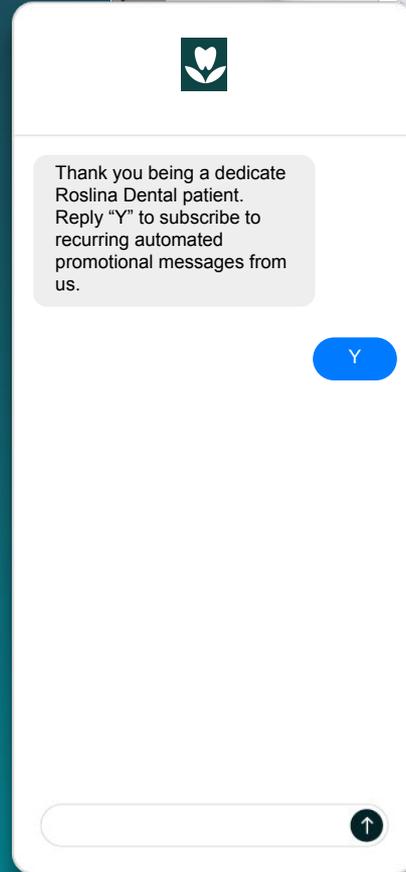
# HOW GATHERUP CAN BUILD AN OPT-IN LIST

Quickly and effectively build a compliant SMS opt-in list

# IT'S ALL ABOUT THE OPT-IN

## SMS Marketing

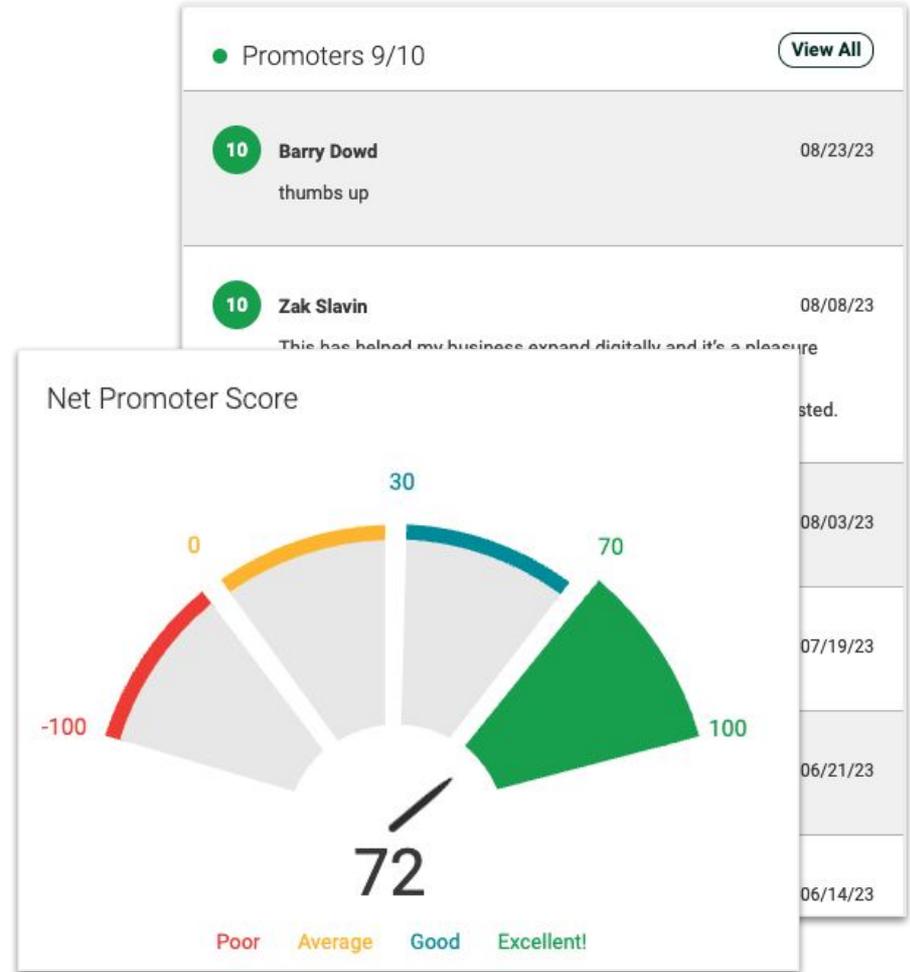
- **MUST** ask for consent, or opt-in, to enroll in SMS marketing
- Should add texting or SMS language wherever you have forms for outreach
- **NO** promotional message is sent until written consent is acquired



# BUILD A COMPLIANT LIST

## WHO IS GOING TO OPT-IN?

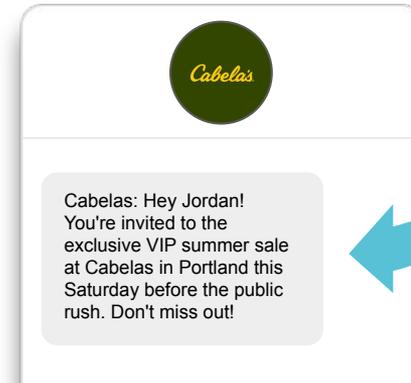
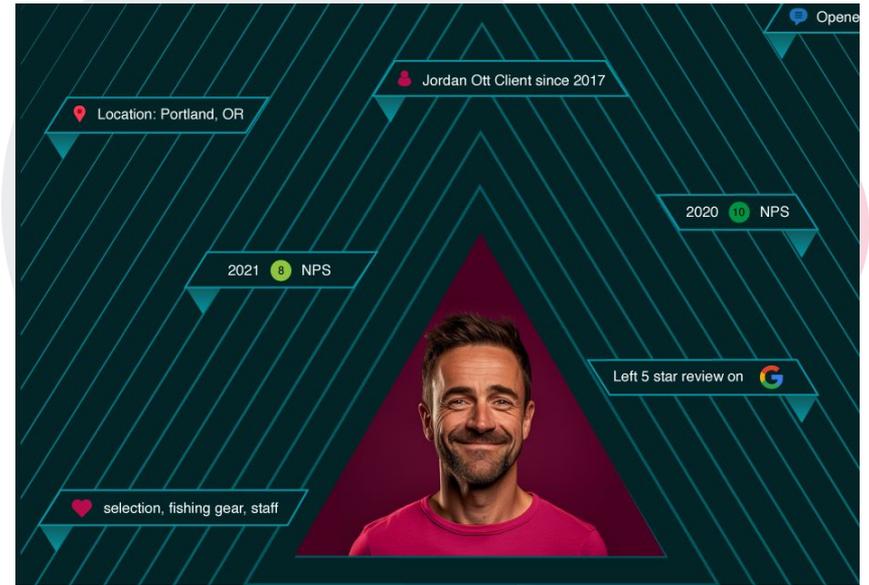
- Your client's happiest customers
- GatherUp knows more about happy customers than anyone
- Together we've been collecting feedback for 10 years!



# We know who loves you... and why

## Happy customers are more likely to opt in

- People willingly give zero-party data, such as reviews and feedback
- We collect more direct feedback than 3rd party reviews
- That feedback is an extremely valuable asset in marketing. 🏆



# And the list keeps growing!

## *Piggy-back Campaign*

- Automatically build & add more SMS subscribers
- Piggy-back an SMS opt-in request following the review request for a seamless experience
- Easily build an SMS subscriber list without lifting a finger



2023 10 NPS

 Leaves 4 or 5 star review

 Slight Delay

 Promotional Optin

# Selling SMS Marketing

Recommendations

# SELLING SMS MARKETING

## GatherUp is giving you solutions

- You can resell this today.
- Add a line item to your current retainer or charge more.
- Out of the box ready to go.
- You are able to build your clients opt-in list while getting new reviews.
- It's included with your GatherUp subscription.

# SELLING SMS MARKETING

## Giving your clients solutions

- Email marketing alone no longer effective.
- Declining CTR on paid media.
- Declining sales.
- Little to no repeat business.
- No way to communicate with their customers instantly.
- Need more referrals.

# SELLING SMS MARKETING

## What should we send?

### Create a sense of urgency.

- “Huge sale this weekend”
- “Schedule your appointment today before spots fill up”
- “Time to get your furnace serviced before winter”

# SELLING SMS MARKETING

## What should we send?

### Have a clear CTA.

- “Click the link below and sign up now”
- “Make sure you bring this message along to claim your discount”
- “Call 555-555-5555 now to schedule you appointment”

# SELLING SMS MARKETING

## When should we send?

**Schedule the message for optimal open rate.**

- Avoid Mondays & holidays
- Thursday, Friday & Saturday are best
- Weekdays 9am-12pm & 5pm to 9pm

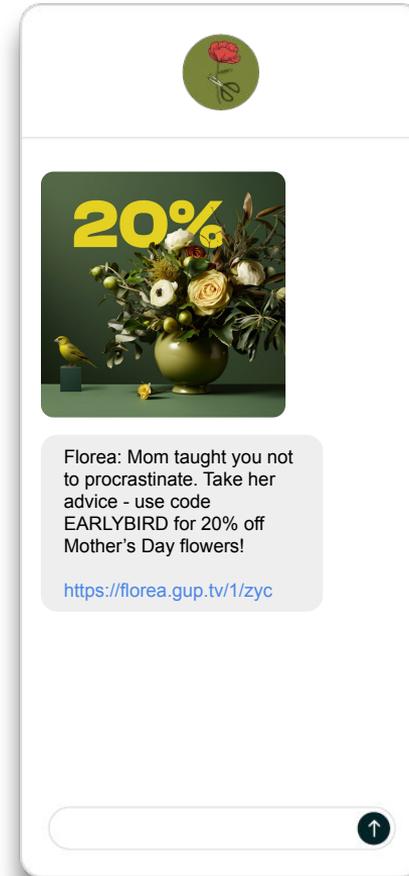
# Measuring Success

# Measuring Success

## Measurement and success

### Click-through rate

$(\text{Total Clicks} / \text{Delivered Messages}) \times 100$

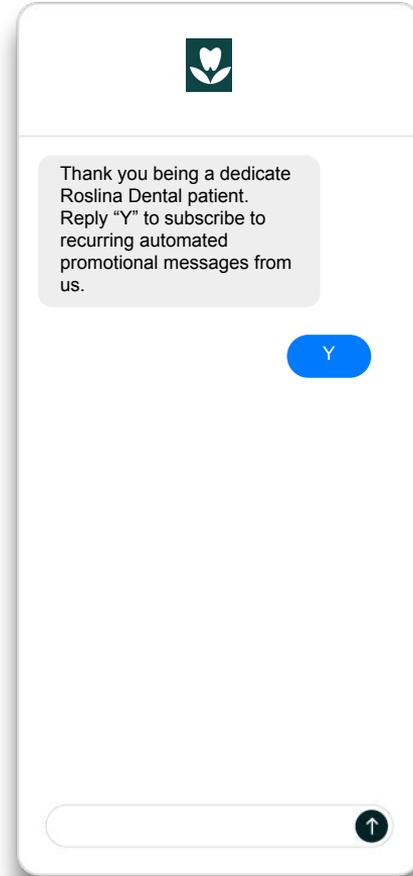


# Measuring Success

## Measurement and success

### Opt-in Rate

(# Opt-in requests sent / # of new subscribers) x 100

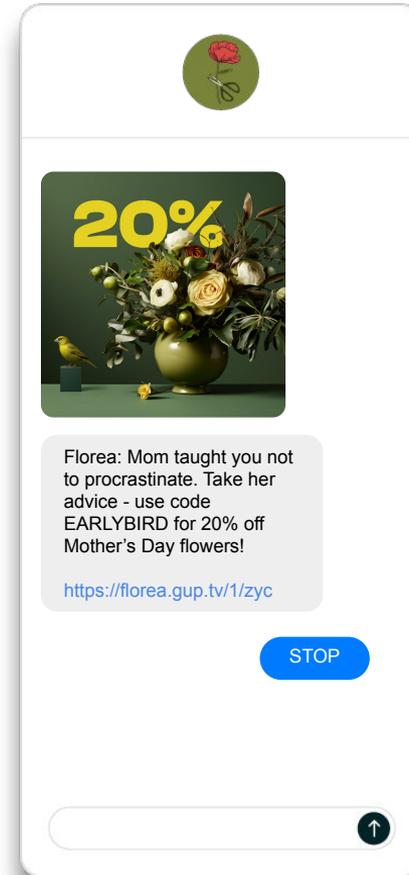


# Measuring Success

## Measurement and success

### List growth rate

$$\frac{(\text{New Subscribers} - \text{Unsubscribes})}{\text{Total Subscribers Over Campaign}}$$

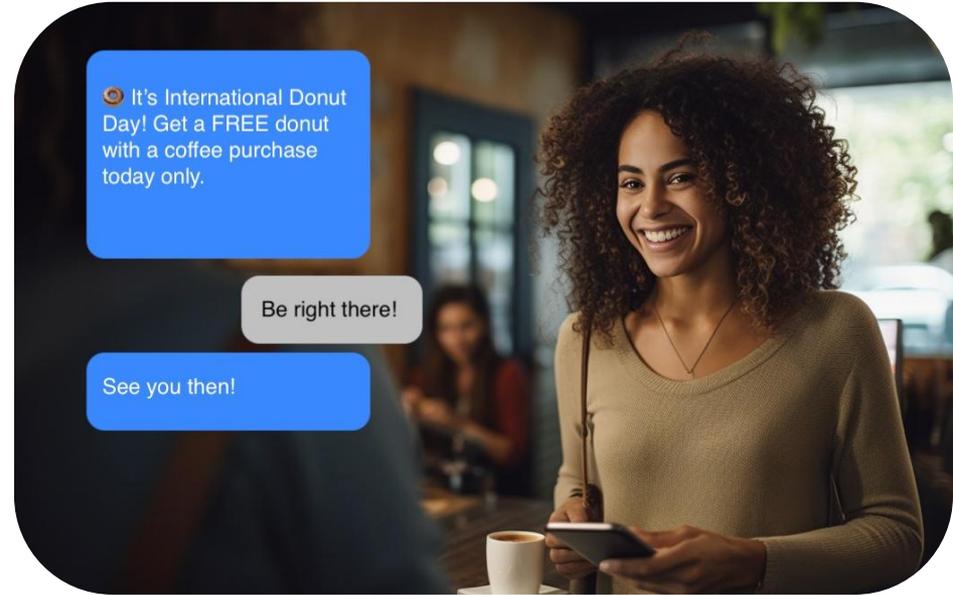


# Measuring Success

## Measurement and success

### Conversion Rate

$(\# \text{ conversions} / \# \text{ of messages sent}) \times 100$



# Measuring Success

## How to achieve ROI

- Campaigns has no additional cost during the beta.
- There are no creative costs.
- Simply create a message and generate positive business ROI for your clients.

$$\text{ROI} = \frac{\text{Net Profit}}{\text{Cost of Investment}} \times 100$$

# CAMPAIGNS

## Limits during BETA

Active accounts can send-up to **5,000 total campaign** messages *per account per day*.

Campaigns CSV upload has a max of 1,001 rows (header + 1k).



# WHERE TO FIND RESOURCES

## Important documents are accessible

- [Knowledge Base articles](#) are available
- [SMS Campaigns-related Blog posts](#)
- [SMS Campaigns Video](#)
- In-App Agency Resources
- [Reseller Resources in Help Guide](#)





# THANK YOU!

**Any questions, don't hesitate to reach out:**

**Chris Walker**  
**Sales Manager, GatherUp**  
**[chris@gatherup.com](mailto:chris@gatherup.com)**