

2. YouTXT

YouTXT in its most basic form is positioned solely as a SMS service to organisations that wish to communicate with an audience via SMS.

Overview

Using YouTXT adds Txt Message advertising campaigns and information services to any marketing strategy. YouTXT compliments existing print, TV, radio, email and online marketing and works best when fully integrated.

YouTXT Service

The YouTXT service offers an ideal solution for businesses that want to take advantage of this powerful communications medium. It is an online service which allows clients to quickly create information and share it via SMS. The easy to use website allows clients to create automated response messages and custom key-words then share it with their target audience via: print, poster, radio, TV, online and other media. They then text the key-word to 8808 and receive the information on their mobile phone.

YouTXT

- Is a free to setup service that can be going in minutes.
- Gives customer's easy access to a communication medium with a huge and growing potential audience in a format that is immediate, accessible by everyone and ubiquitous.
- YouTXT removes the cost and time-to-market barriers to setting up an SMS campaign
- Allows users to join the international organisations currently leveraging this technology.
- Is self-provisioning and easy to use
- Users can be up and running using the YouTXT easy-to-use website in minutes and with minimum technical knowledge.
- Enables communication with highly-desired mobile consumers.
- Adds value to existing media campaigns and opens doors to a new medium.
- Easy to incorporate into existing media.
- Provides Measurable outcomes. Business users will be able to access Activity Statements detailing customer details and enquiry statistics for each key word.

Recommended uses

YouTXT is perfect for businesses who want to get make their marketing initiatives interactive by adding a YouTXT Code.

- **Competitions.** Create your own Txt competitions and connect with your customers to promote your products.
- **Coupons.** Customizable coupons make it simple to market on-site promotions and track sales follow-through.
- **Communicate product or service information.** Customers can easily TXT your code from billboards etc and receive your content while they are on the go. If your product changes, you just update YouTXT. You don't need to reprint marketing material.
- **Real Time information** - Provide numerous information services that require 0 extra manpower once setup i.e. Lotto results, weather reports, traffic conditions, ISP Status etc
- **Mobile Directory.** Companies can create shortcode for their company name, and list opening hours, location, phone number. Allows customers to get details for half the price of an 018 call.
- **Groups and Clubs.** List their next meeting or event, and up to date information on places available.
- **Realestate.** List the code on their property signs, and allow prospective buyers to txt and get information without having to ring salespeople. The benefit is that Realestate Sales people can do a report and find out who has txt'd, and get back to them during working hours.