

FREETEXTCOMMUNICATE™

ad intelligence



FREETEXTCOMMUNICATE™
FREE SMS and 24/7 Lead Generation

What is FREETEXTCOMMUNICATE™?

FreeText is an intuitive, technically advanced, yet simple to use 0800 Short Message Service (SMS) which works just like a traditional Free Phone 0800 number by making your products and services more accessible to consumers.

the low-down →

“40% higher response levels”

Users can text for information or call-back at no charge* to themselves. By adding a 0800 text call-to-action, our clients turn their brand advertising into an instant 24/7 direct response channel.

The benefits of 0800 numbers have been proven time and time again. They make your advertising work harder and build the audience's perception of your organisation's status and commitment to customer care; in fact research by the Chartered Institute of Marketing shows that advertisers using a 0800 number enjoy **40%** higher advertising response levels.

Now by simply texting from their mobile phone to a 5 digit 8-0800 short code, consumers can request the most common contact centre enquiries - for a brochure, nearest dealer or branch details, a test drive or a call back; 24 hours a day, 365 days a year.

- SMS is now a mainstream response channel.
- Easy to use – highly intuitive
- Improved brand experience; SMS is the channel of choice for millions of consumers
- With 90% penetration, the mobile phone has become the only means of interacting with the majority of UK consumers on a real-time basis
- By adding a simple text call-to-action, our clients turn their brand advertising into an instant direct response channel
- Flat Fee Structure allows unlimited use during subscription period and includes all account management
- Cost efficient for mobile users
- As consumer requests are made, an opt-in mobile database can be developed for use with third party CRM systems

Benefits

to the consumer

- Where offered, text is now the preferred consumer advertising response method (source: Text IT Media Centre)
- 0800 short code instantly recognisable as free communications
- Superior customer service - consistent, professional 24/7 operation
- Consumers have piece of mind that there are no associated standard rate or premium rate text charges whatsoever!
- Minimum of hassle. No need to deal with call centre queues no need to go online and operated in strict accordance with the UK Data Protection Act 1998

to the advertiser

- Typically 20-40% increase in leads generated, leading to significant boost in sales
- Rapid return on investment - generally pays back within months, works on all networks
- Reduced lead management costs, 24/7 automation of prospect data collection
- Quality prospect data equal to or better than your phone and web response channels

Simple to use

Consumers need only remember one number - they simply text from their mobile phone to a 5-digit free of charge 80800 short code to your dedicated keyword; i.e. text: **anycompany** to **80800** and we will call you back!

It's FREE

Consumers value the opportunity to text for free, which also removes a major barrier to action - standard and premium rate text costs that are normally associated with this media channel.

High results

SMS Marketing according to the Institute of Practitioners in Advertising (IPA) represents one of the most powerful advertising media available in the marketer's armoury! It provides a unique way to reach prospective or existing customers instantly, at a low cost, with high results when compared to other traditional marketing methods.

Captures the moment

FreeTextCommunicate provides an 0800 SMS response channel for advertising and marketing communications. This provides consumers with a FREE, simple, quick, familiar and discreet method of responding to, and interacting with, your advertising, 'capturing the moment' when a consumer notices your advertising and is most likely to want more information from your brand.

Rapid return on investment

Reduced lead management and in-bound telephony costs, 24/7 automation of prospect data collection and typically greater than 20% increase in leads generated, leading to significant boost in sales - which usually means a positive return on your investment in just a few months.

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Get In Touch

For more information on the services and products we offer, or to arrange a web demonstration:

Text: FREETEXT to 80800

Email: info@adintelligence.co.uk

Visit: www.adintelligence.co.uk

