text marketer
We deliver. You save.

plan for today

Name. Roger Jones
Gender. Male

How to collect your customers' data

The quality of your data is vital for your mobile marketing campaigns and messages to be successful...
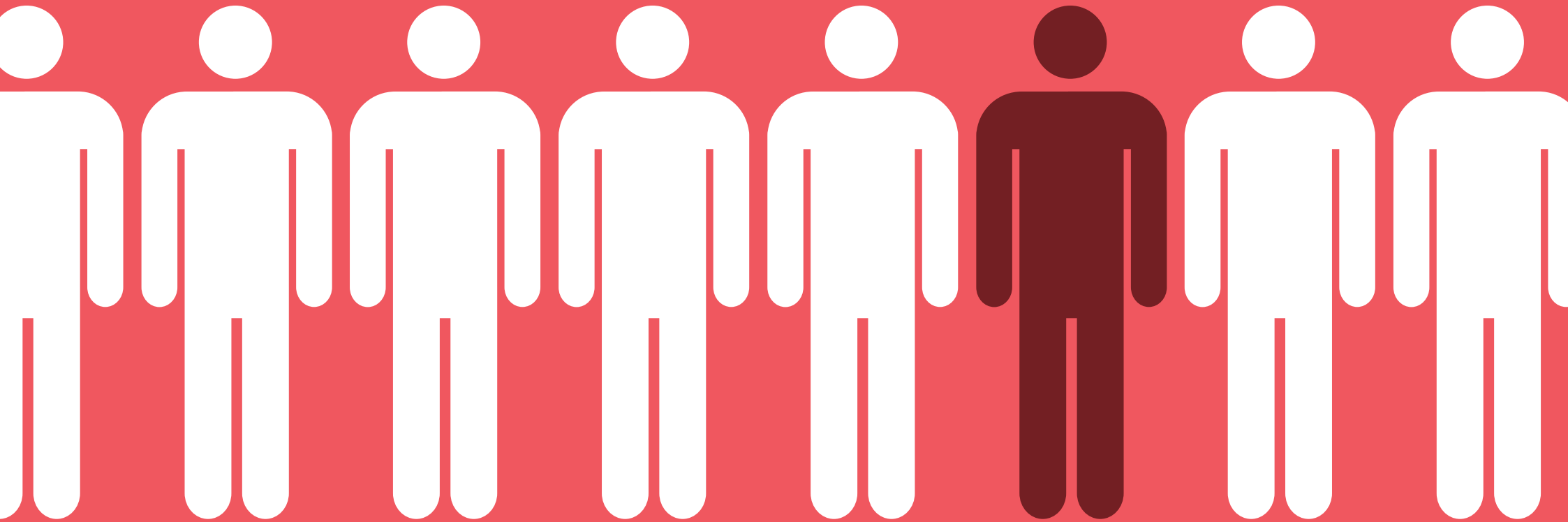
however it's not just about having the right number.

Number Failed

One of the main reasons why mobile marketing is so powerful and receives the huge response rates that it does, is because it's personal.

Customers want to feel special, they want to feel that the business/brand really cares about them and they definitely don't want to be treated just as another number.

So try and collect their name, gender, interests and any other interesting demographics which could help your business send more relevant messages that reach the right customers.

Hi Roger...

So that's the 'what' out of the way, but how can you collect your customer data?

In-store

When customers purchase, ask if they would be interested in receiving offers or relevant info about the product they've purchased via text message.

Get them to write their details on the bottom of your receipt or even have an electronic form on hand at your till point.

Receipt

1x Red mens jumper
1x Black hat

total. £80

Mark - 07777 777 777
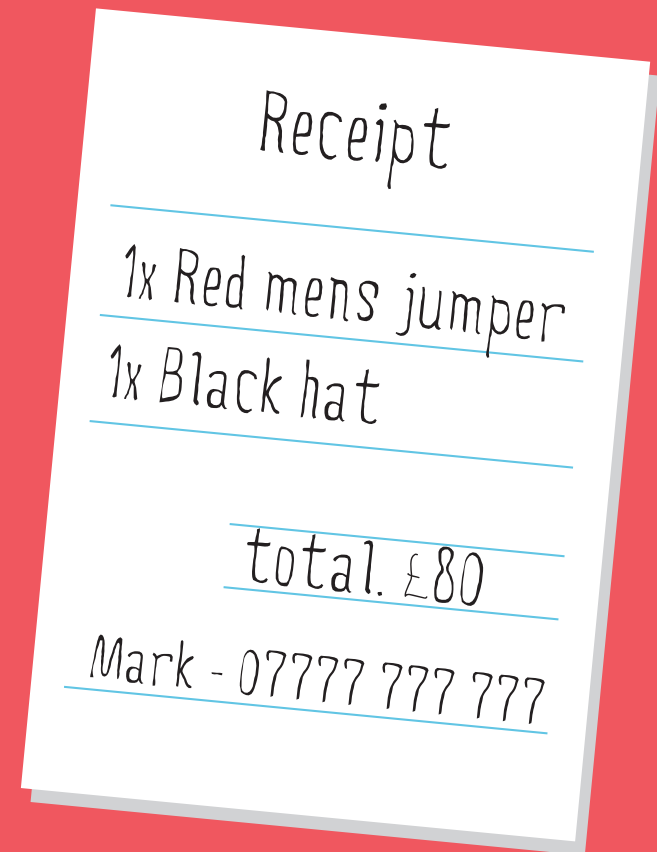
A competition or feedback questionnaire is always a good way to give customers the incentive to give you their phone number.

Win a free pair of headphones!

Enter at the main desk by simply giving your name and contact details

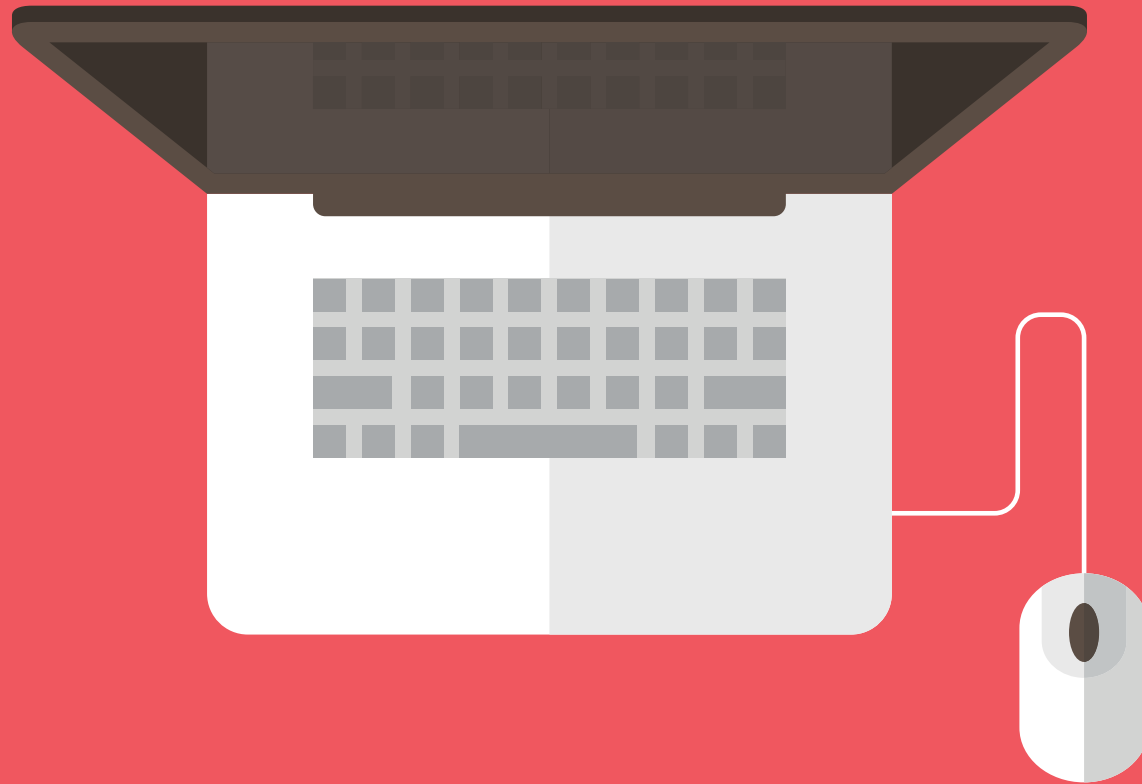You could even use and promote a keyword on your in-store graphics, promotions or price labels.

This allows the customer to opt-in to your mobile marketing schemes, or messages you send in the future, by texting that keyword to a short code.
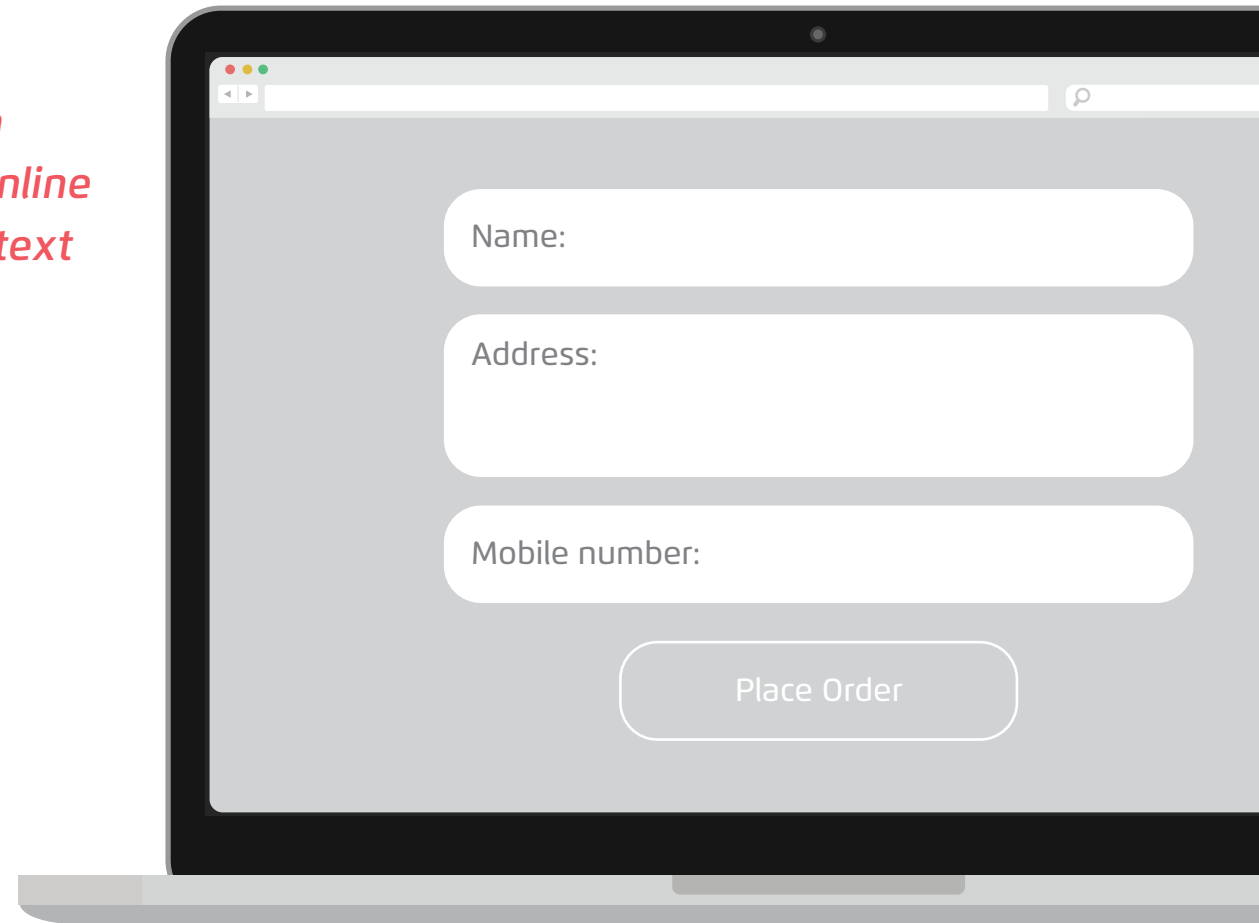
(Click here for more details on how)

£80

Text RJSHIRTS to

88802

to get a 10% off code

Website

In your online shopping basket why not make a mobile phone number a required field in your online forms, you can then send them a confirmation text for their order and future offers.

Name:

Address:

Mobile number:

Place Order

A keyword doesn't just work in store, but online too. Pop the keyword throughout your site, where relevant, and see your data build up.

Our Form2SMS product also works well for collecting data. A simple sign up field which can be placed anywhere on your website that allows the customer to enter their number and sign up there and then.

Sign up for our mobile marketing reward scheme

Enter your mobile number here...
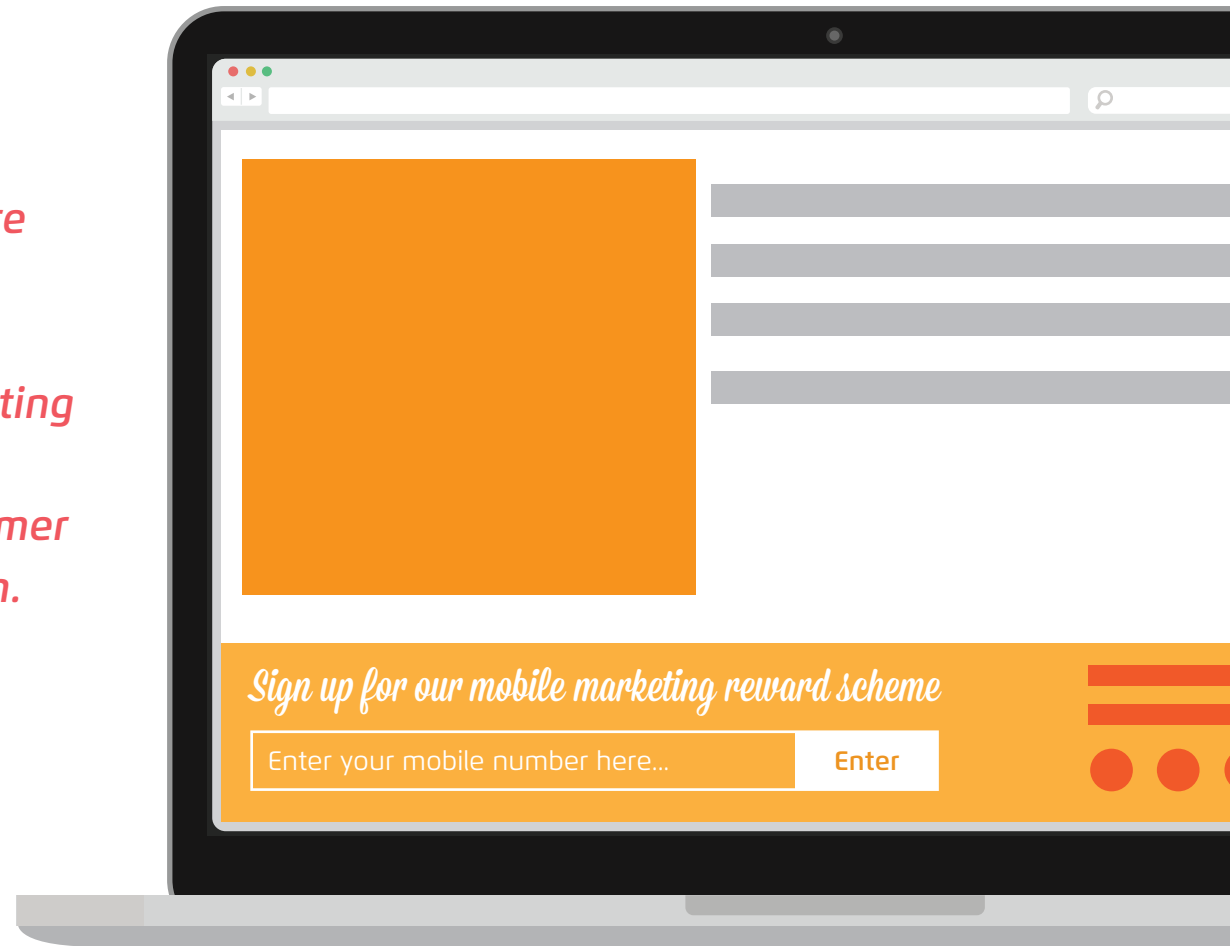
Enter

Social media

If you have a hefty social media following – use them! It's surprising how many social media junkies enter competitions these days and this is a great way to spread the word about your company.

Liking, sharing in addition to making name and key contact details a requirement to enter will see the data pour in.

Share

Like

Name...

Mobile number...
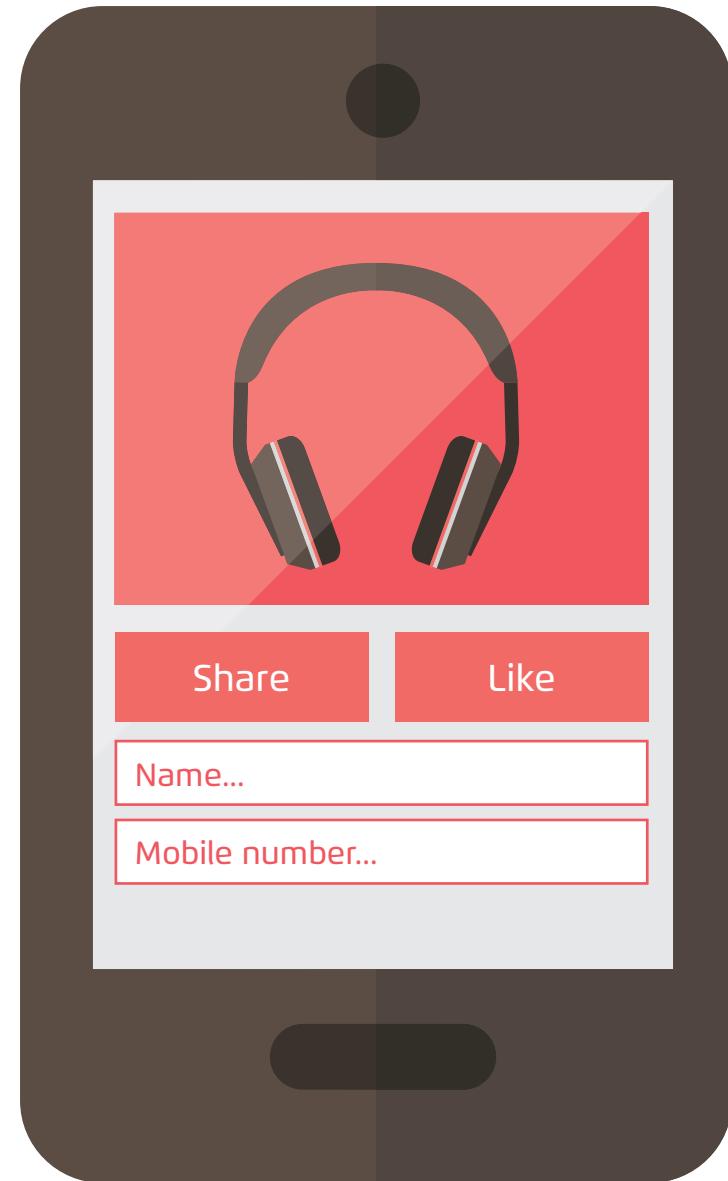
Once again promoting a keyword to a short code across all your social media platforms will also encourage your customers to sign up.

HTTPS://WWW.FACEBOOK.COM

Text RJSHIRTS to

88802

to get a 10% off code

2,534 LIKES

However you chose to do it, try and collect your customer's data as accurately and as efficiently as possible - and with these ways, your data will just grow and grow.
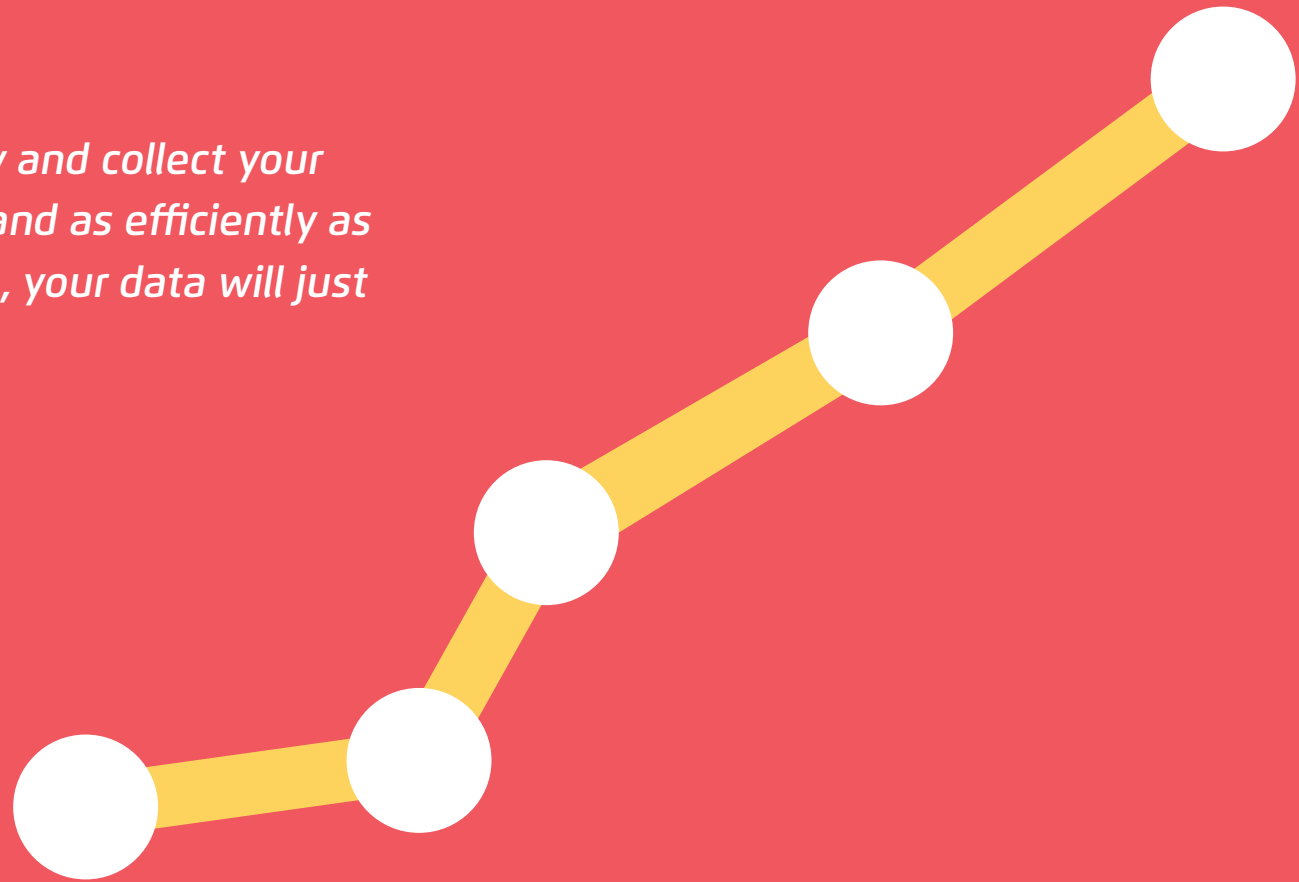
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