



The UK's low cost business SMS
and mobile marketing company

Introducing mobile journeys



What are mobile journeys?

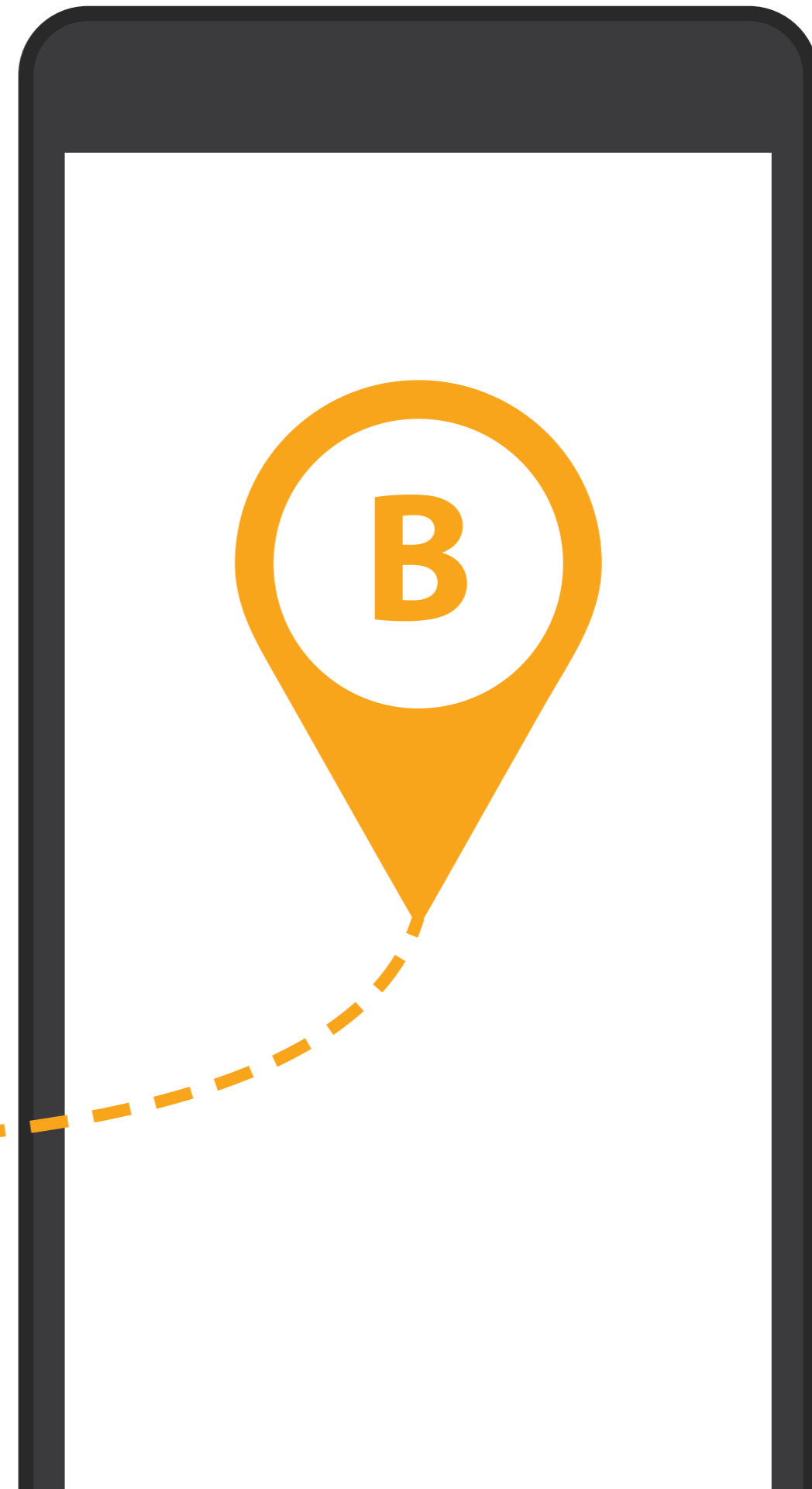
Mobile journeys let you design and send a specific tailor made journey, getting your customers from A to B in a self-serve contained digital environment.



A

The journey is completely custom made and specifically designed for your business and the mighty mobile.

They are easy to use and with nothing to download, customers love them.



So why use a mobile journey?

Engagement

The average completion rate of web forms is...

12.6%



And it's just...

4.15%

for eCommerce



And for mobile journeys?

It's an amazing...

446.5%

Self-serve

We are becoming more and more self-serve as a generation. Self-serve checkouts, products and services are all getting huge responses and uptake.

40% would rather self-serve than speak to an agent

The cat has certainly got the customers tongue.



Reduce calls and free up your staff's time

By taking payments or bookings via mobile journeys your staff can get on with other tasks making your business more productive.



Reduce staff numbers and costs

By making payments or bookings automated through mobile journeys you might be able to save costs on staff numbers.



The WOW factor

Impressions are everything. And receiving a branded mobile journey from a business sends out a very impressive professional image to your customers.



Think it's time for a bullet pointed list of these benefits...

- ✔ Completely bespoke and specifically designed mobile journey free from other website distractions
- ✔ Reduce calls - by taking payments, bookings, appointments etc. via a mobile journey
- ✔ Reduce staff costs - with the self-serve automated mobile journey
- ✔ Impressive - your own branded mobile journey gives off a very impressive impression

Recruitment example mobile journey

text marketer
We deliver. You save.

Book an appointment

To book an appointment with one of our recruitment consultants, please enter the following details

First name...

Surname...

Next >

text marketer
We deliver. You save.

Contact details

So that we can confirm your appointment or contact you should it change, please enter the following details

Phone number...

Email address...

Next >

text marketer
We deliver. You save.

Industry sector

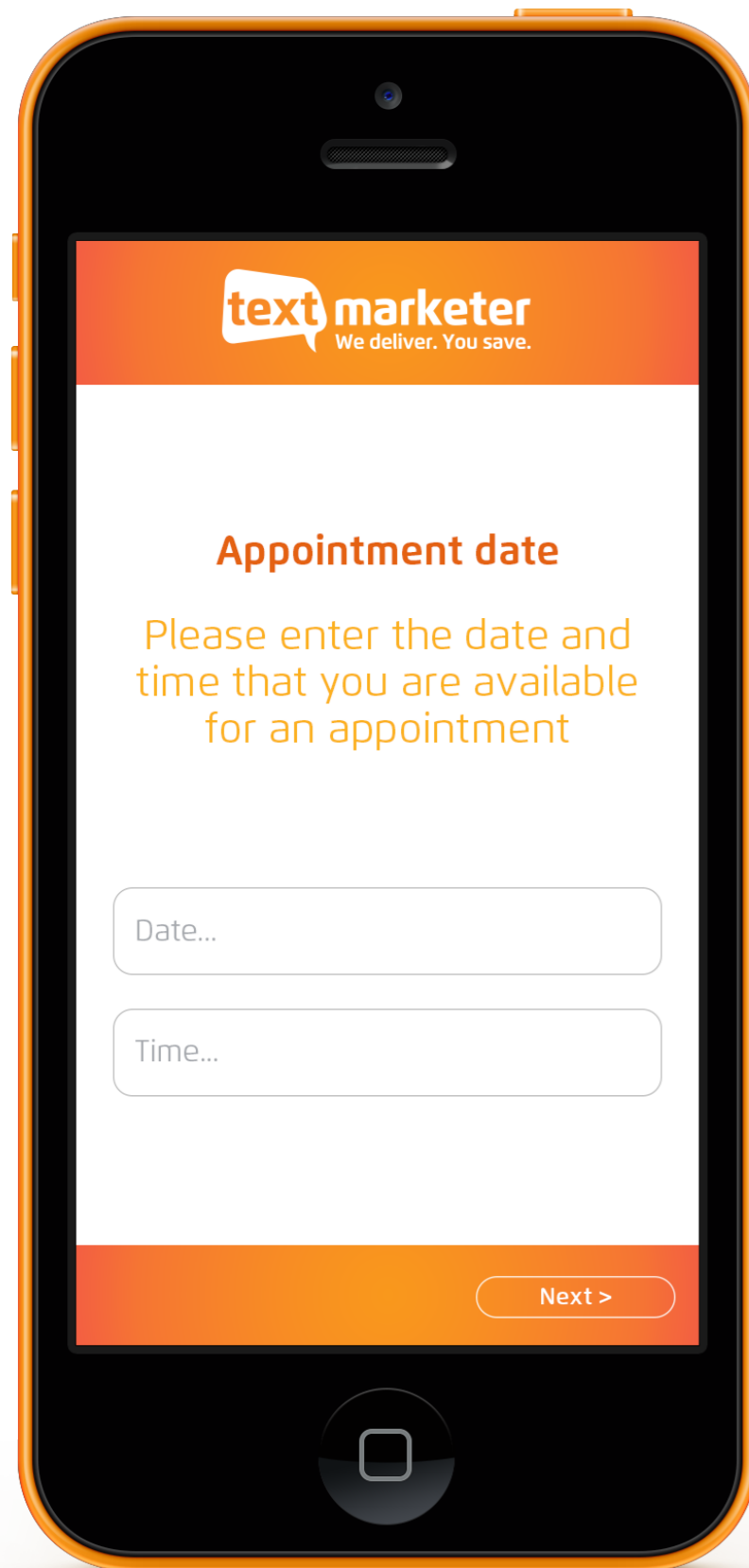
So that we can pass on your details to the relevant consultant, please enter the following

Industry...

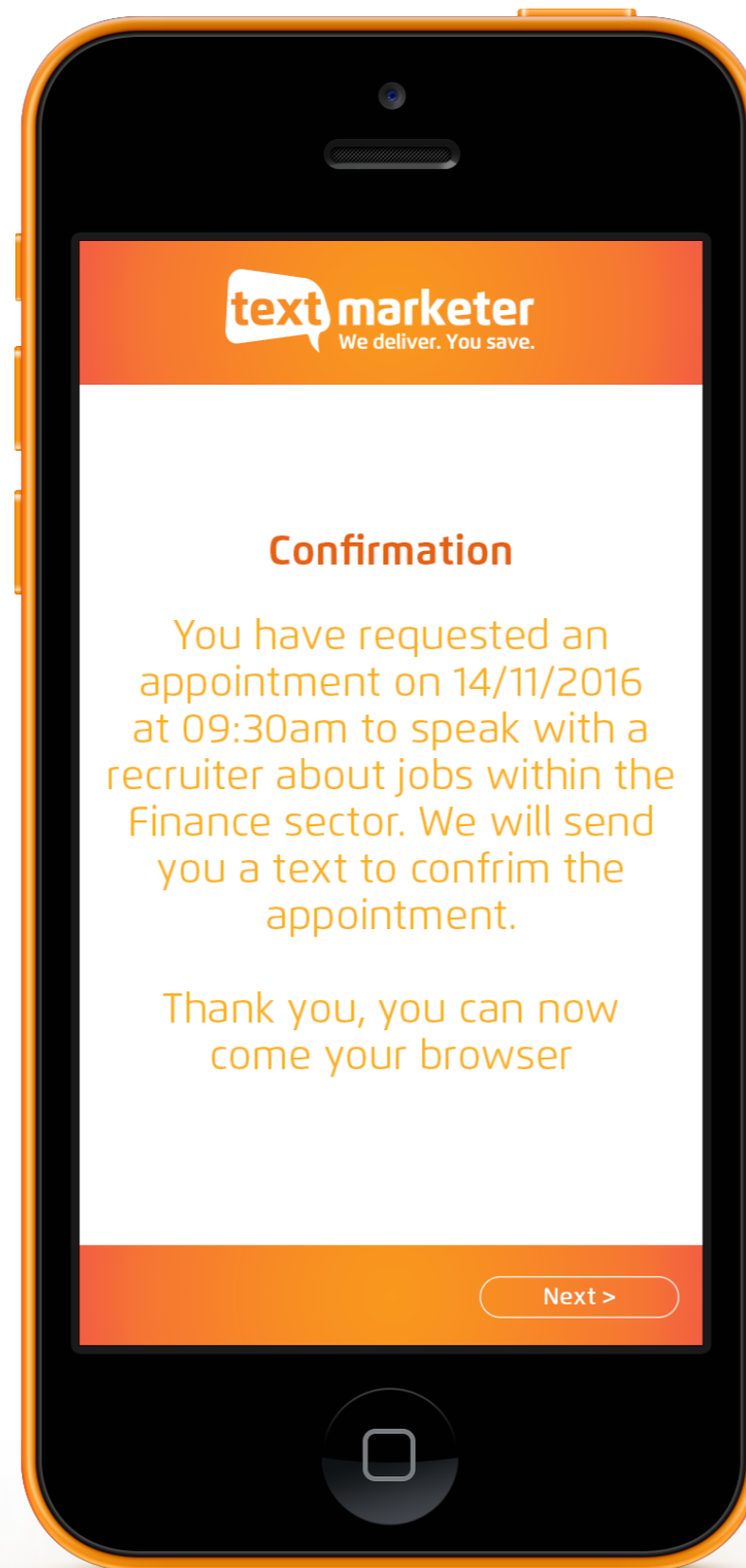
Job title...

Next >

Recruitment example mobile journey



The smartphone screen shows the 'text marketer' logo at the top with the tagline 'We deliver. You save.'. Below the logo, the heading 'Appointment date' is displayed. The main text reads: 'Please enter the date and time that you are available for an appointment'. There are two input fields: 'Date...' and 'Time...'. At the bottom right, there is a 'Next >' button.

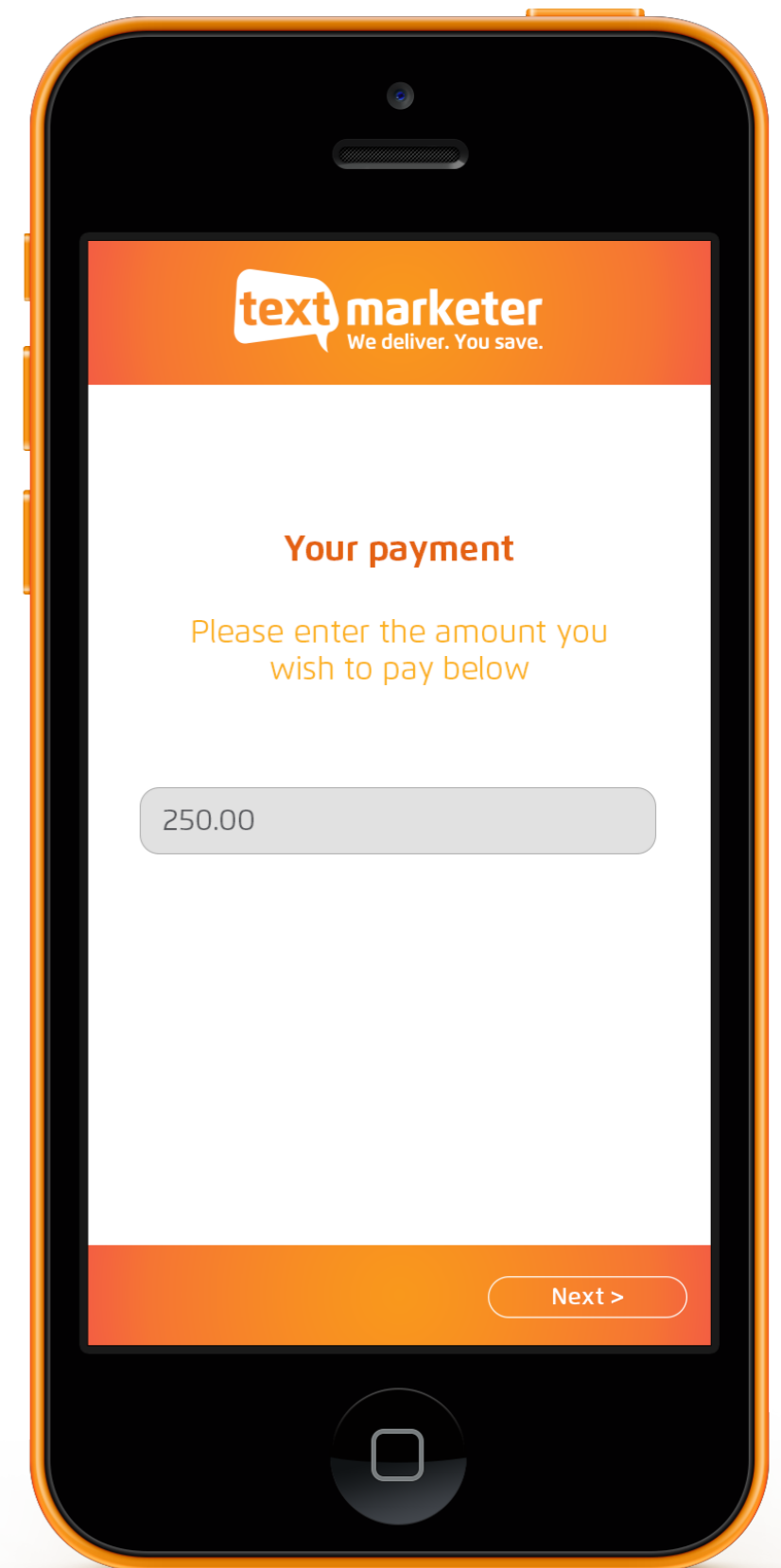
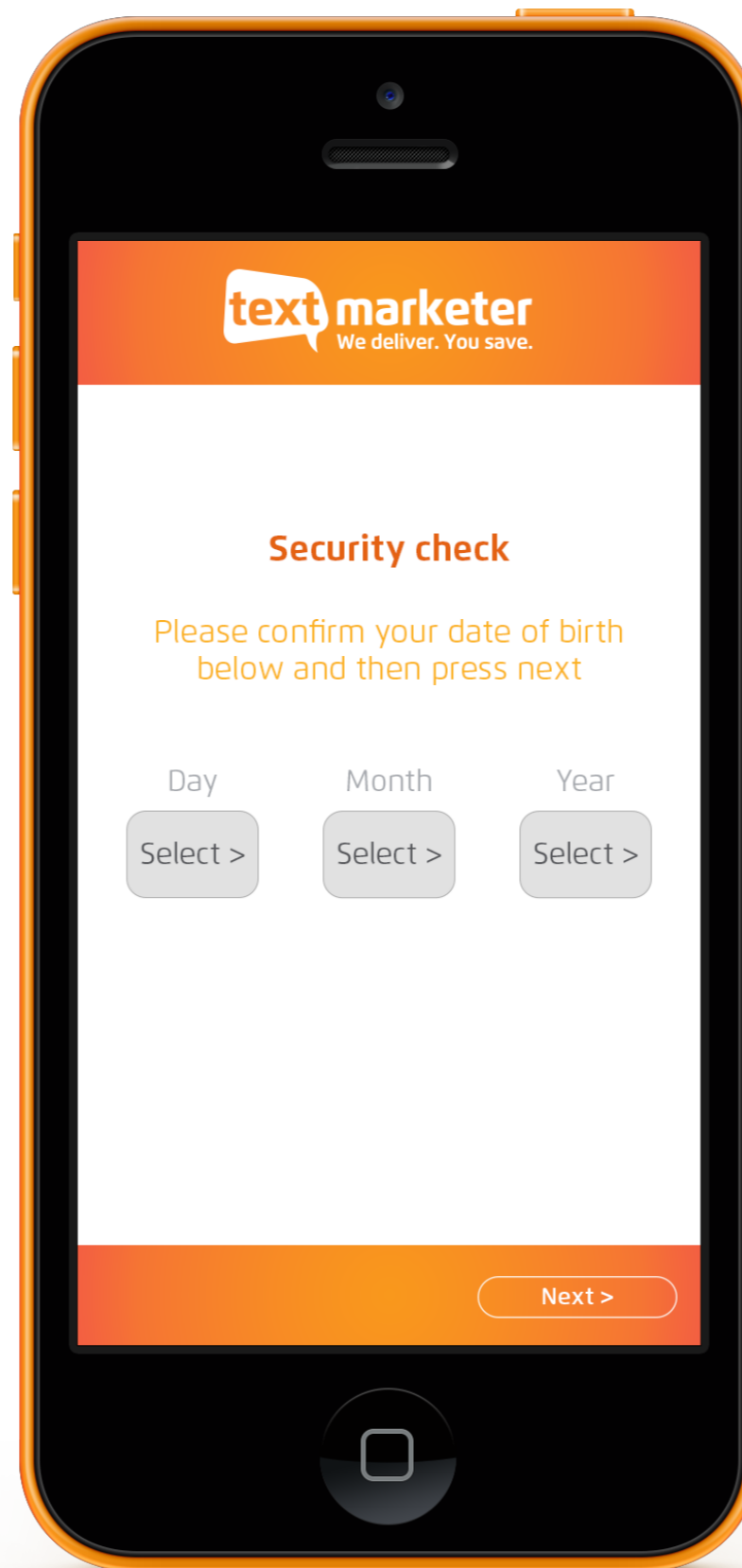
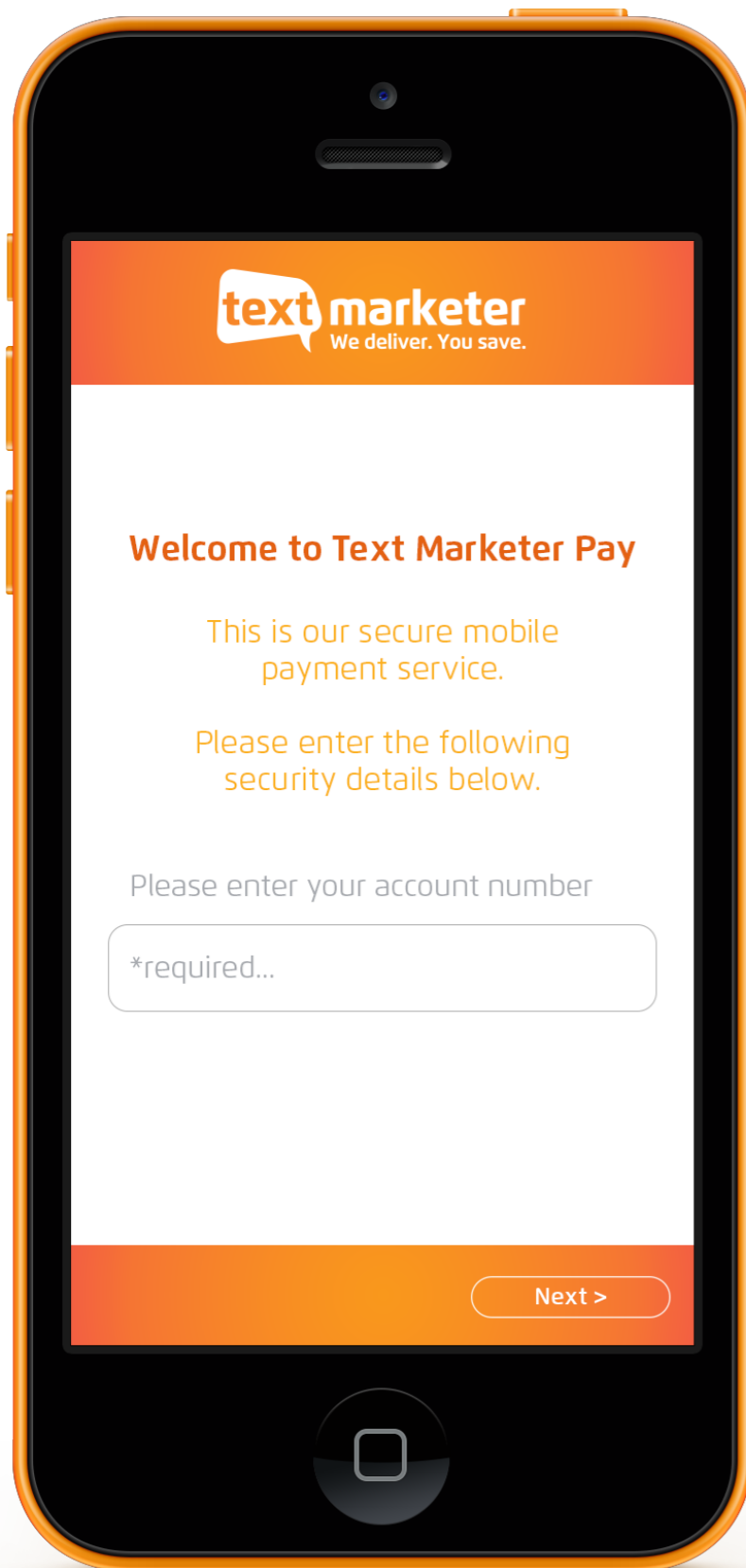


The smartphone screen shows the 'text marketer' logo at the top with the tagline 'We deliver. You save.'. Below the logo, the heading 'Confirmation' is displayed. The main text reads: 'You have requested an appointment on 14/11/2016 at 09:30am to speak with a recruiter about jobs within the Finance sector. We will send you a text to confirm the appointment.' Below this, it says: 'Thank you, you can now come your browser'. At the bottom right, there is a 'Next >' button.

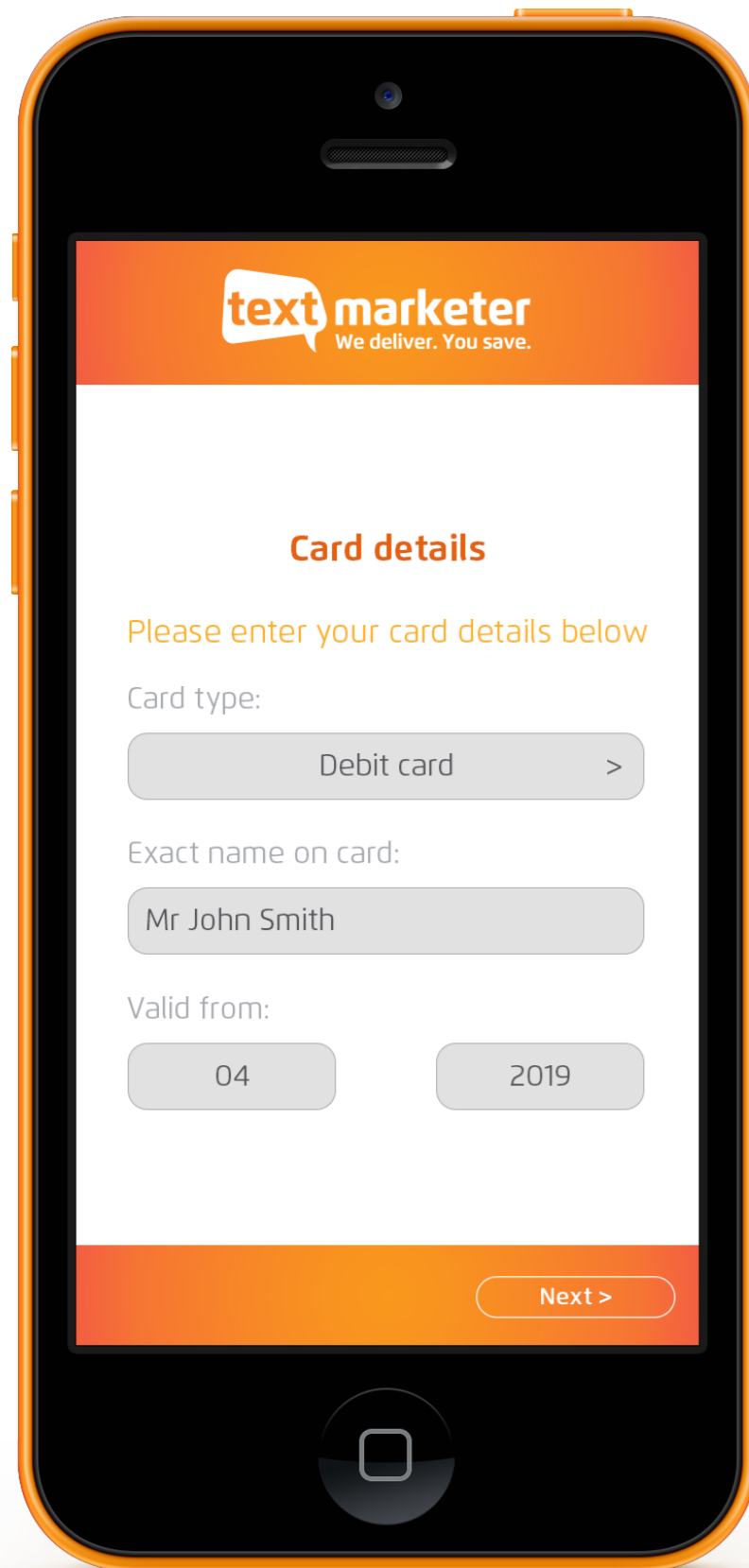
In this Text Marketer recruitment mobile journey example we successfully collect their name, contact details, what industry's they are interested in and when they would like an appointment, then with a final confirmation screen.

All this info collected and stored without any need for any staff interaction and the journey can be used as many times as you wish.

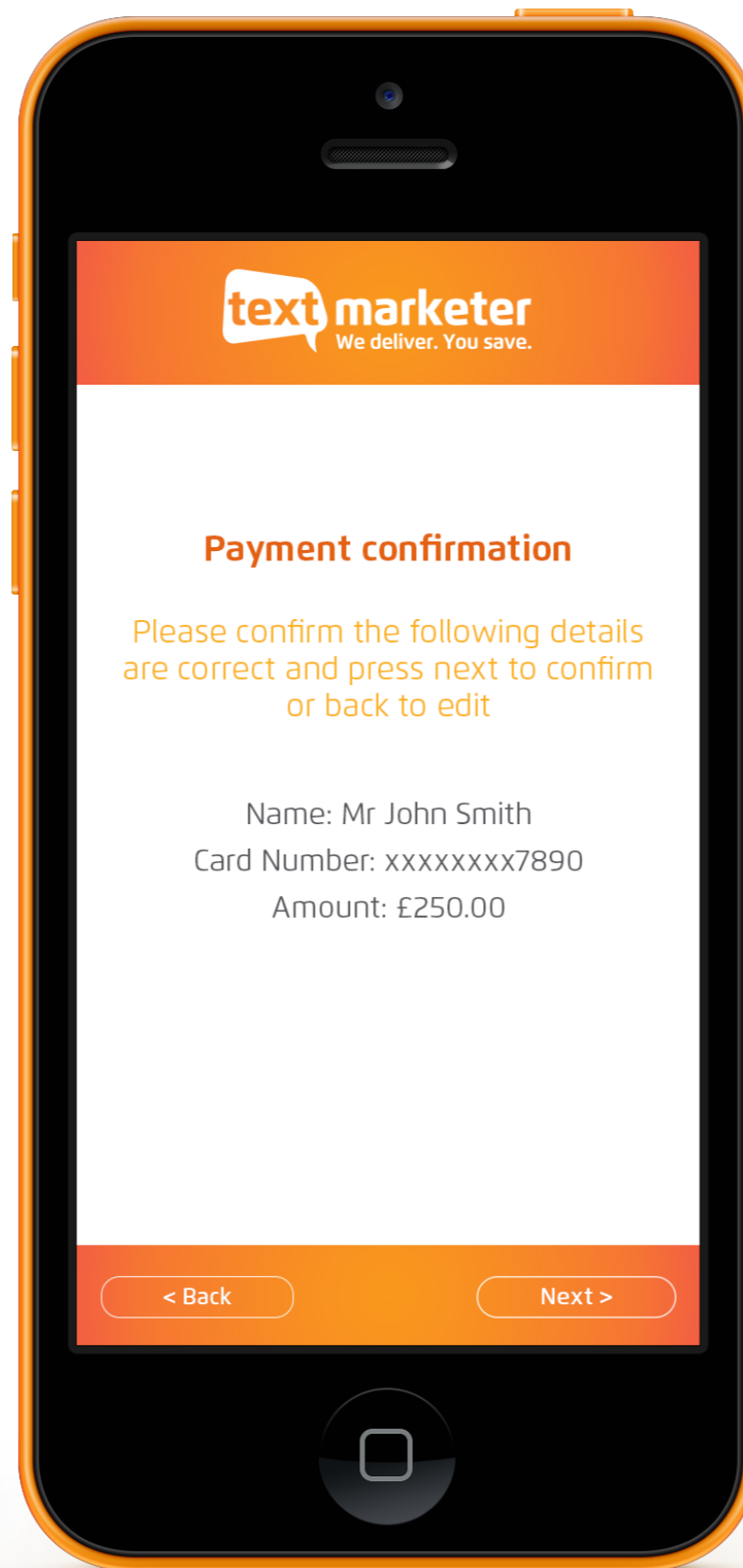
Payment example mobile journey



Payment example mobile journey



The smartphone screen shows the 'text marketer' logo at the top with the tagline 'We deliver. You save.' Below the logo, the title 'Card details' is centered. The instruction 'Please enter your card details below' is followed by three input fields: 'Card type:' with a dropdown menu showing 'Debit card', 'Exact name on card:' with a text field containing 'Mr John Smith', and 'Valid from:' with two date pickers showing '04' and '2019'. A 'Next >' button is located at the bottom right of the screen.

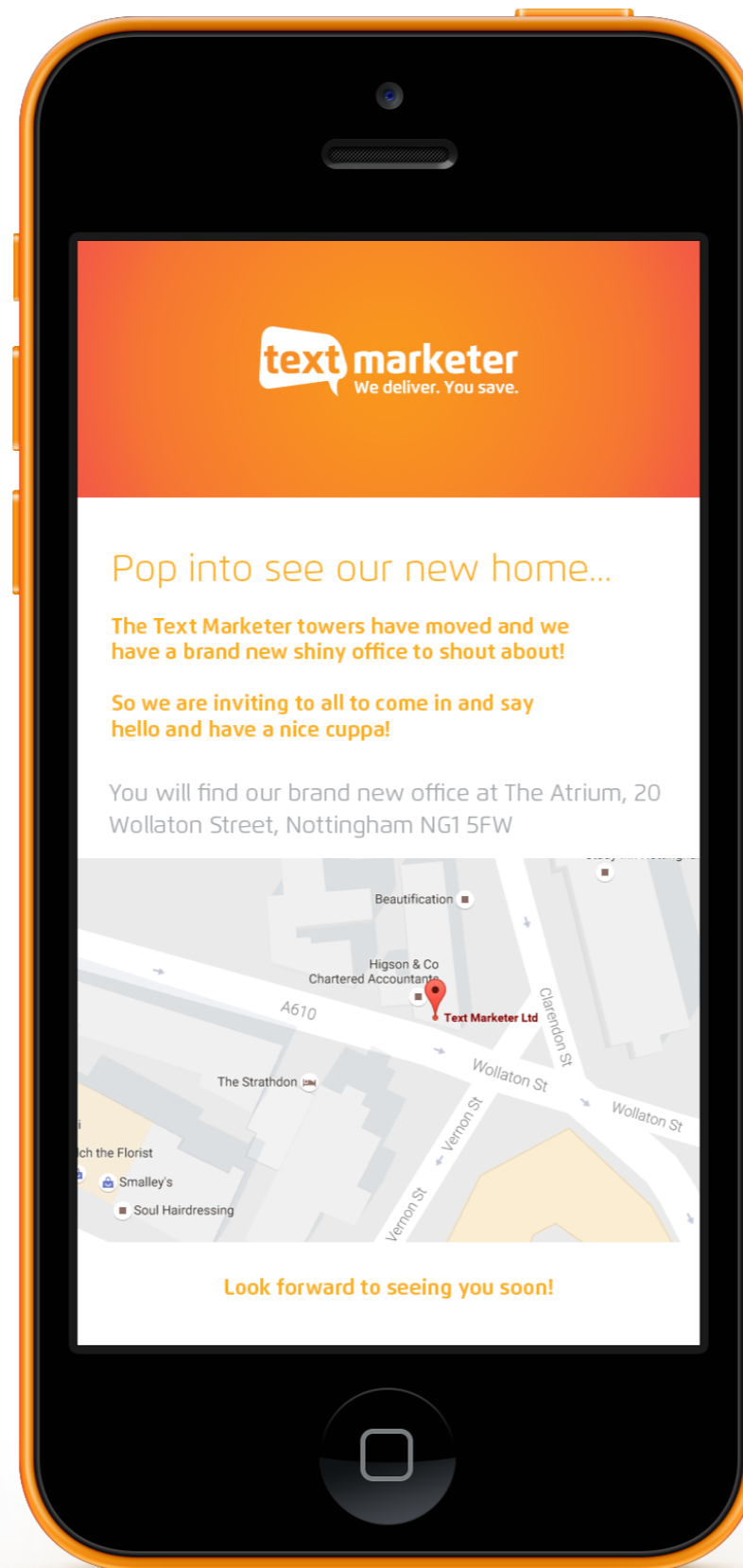
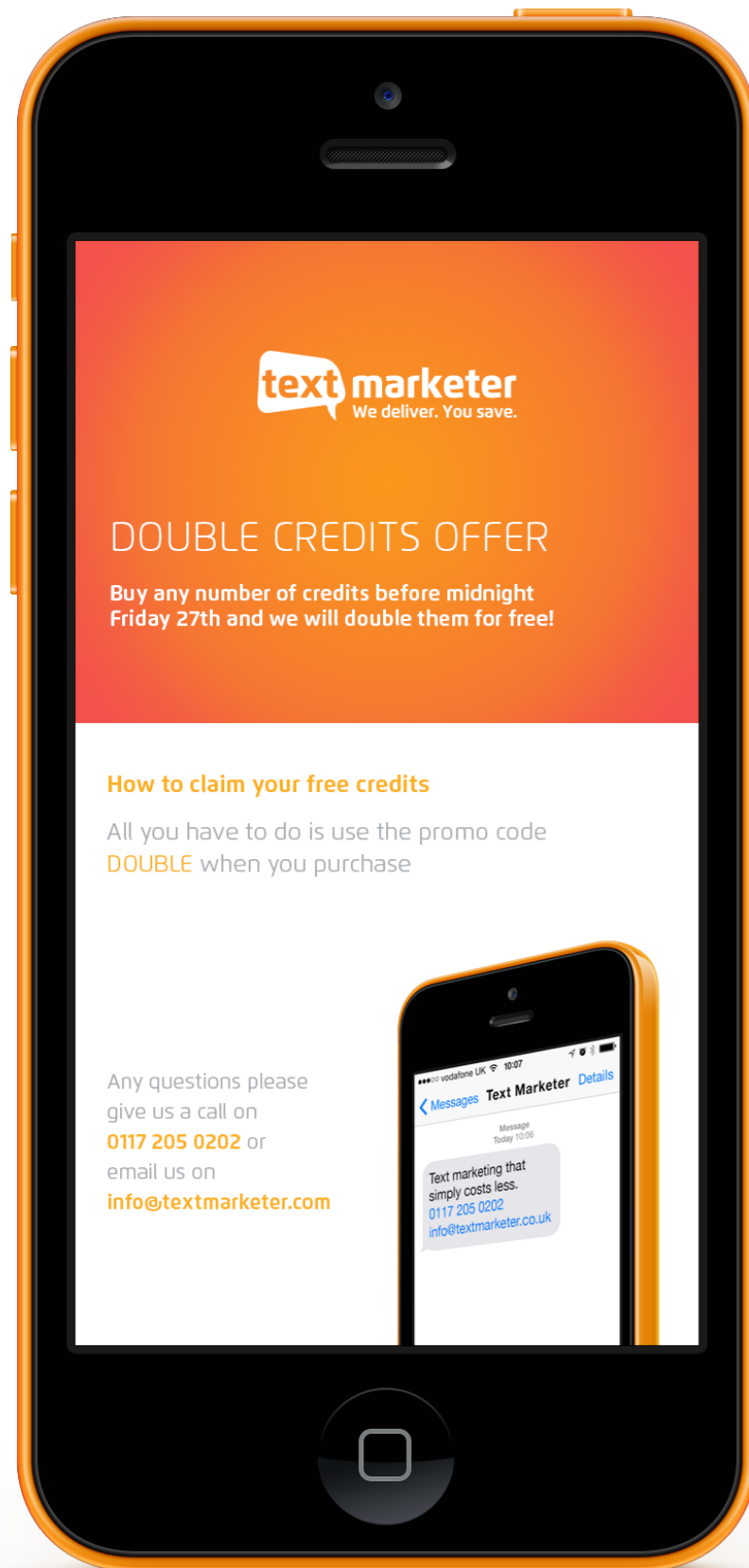


The smartphone screen shows the 'text marketer' logo at the top with the tagline 'We deliver. You save.' Below the logo, the title 'Payment confirmation' is centered. The instruction 'Please confirm the following details are correct and press next to confirm or back to edit' is followed by a summary of the payment details: 'Name: Mr John Smith', 'Card Number: xxxxxxxx7890', and 'Amount: £250.00'. At the bottom, there are two buttons: '< Back' on the left and 'Next >' on the right.

In this example of a Text Marketer payment mobile journey, we securely take the customers account details, the amount they would like to pay, their card details and confirm the payment.

Taking payments via mobile journeys saves your staff time and let's customers pay in a convenient and secure way.

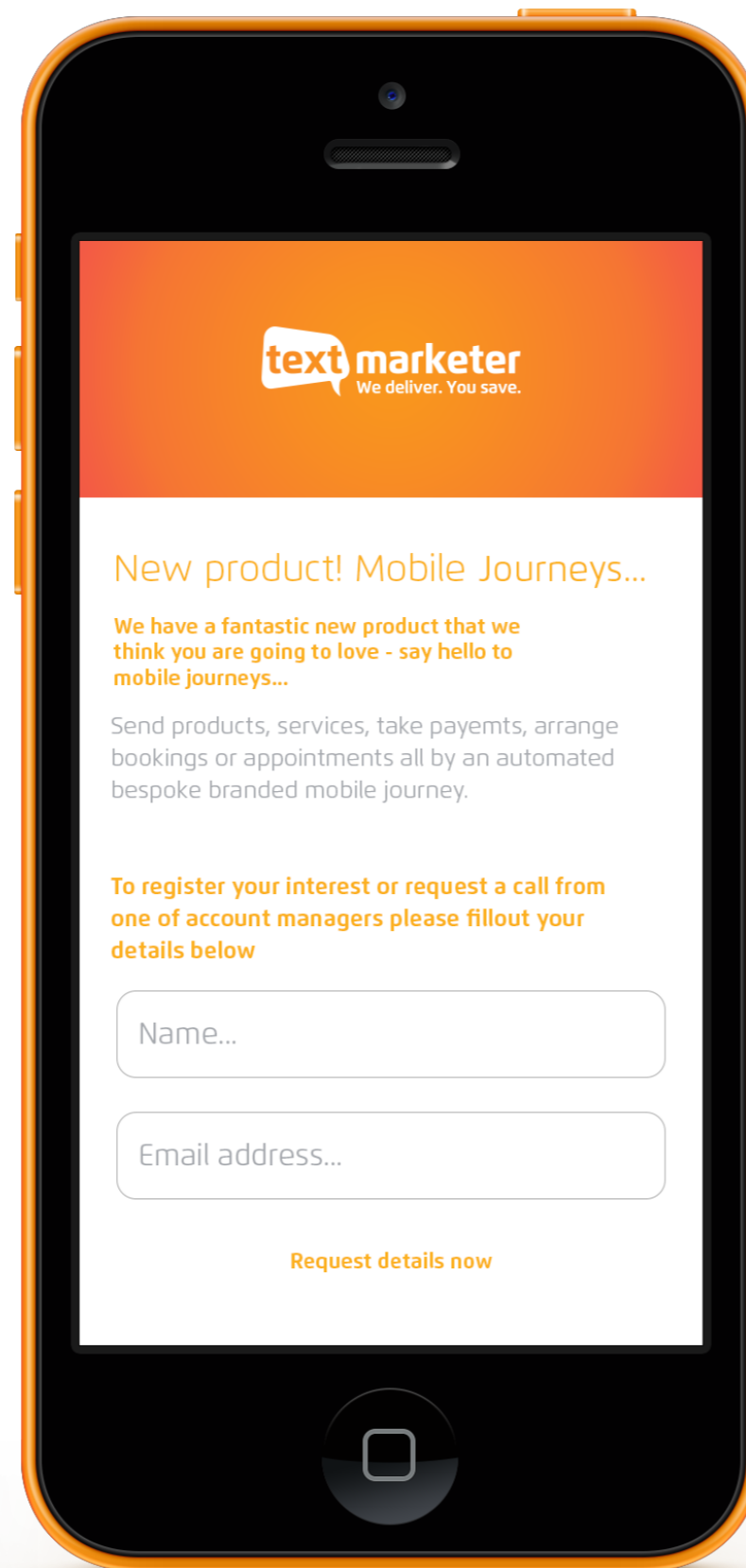
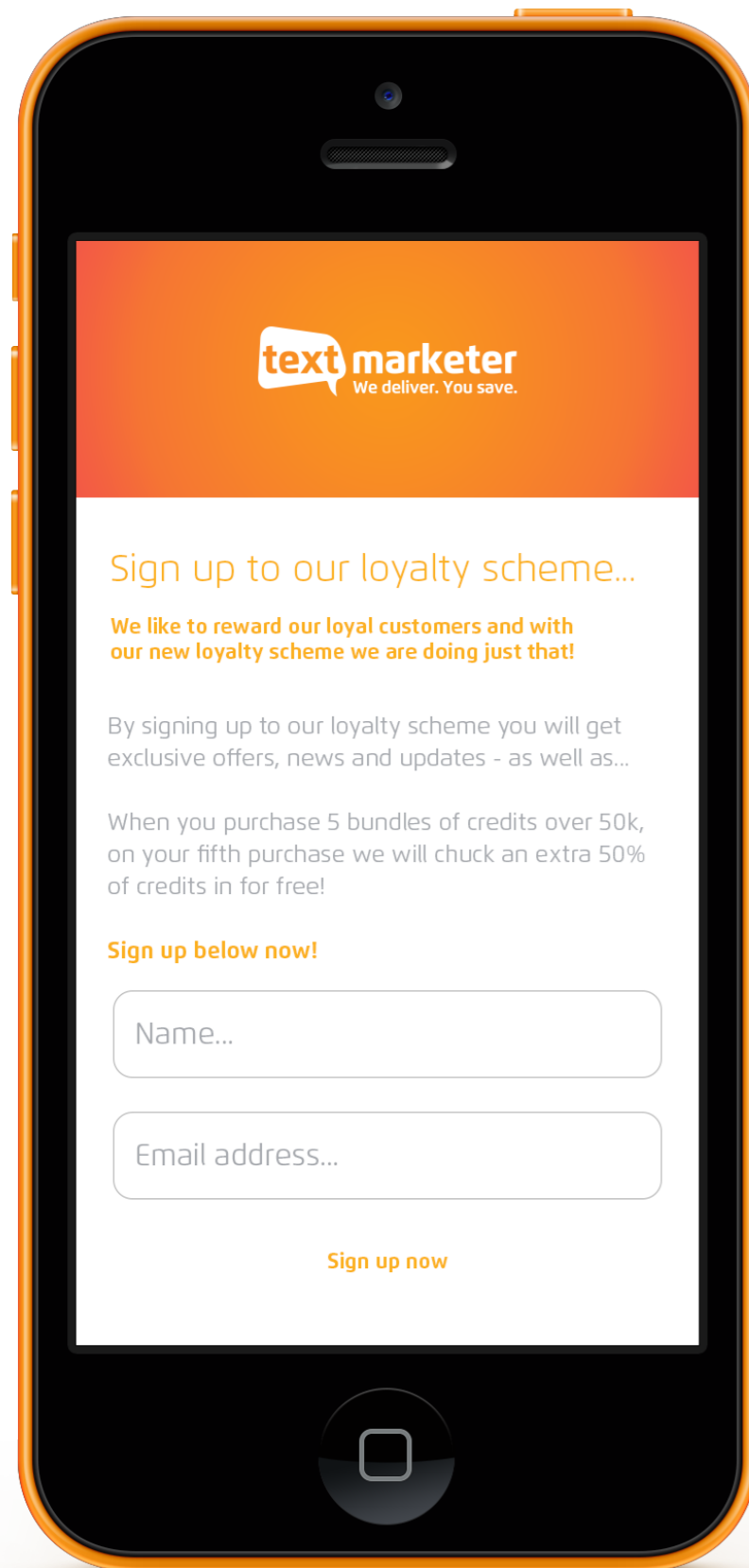
Retail example mobile journey



The screen furthest on left represents an example of an offer sent out by a mobile journey - a great way to drum up those sales!

On the immediate left we have a come and see us in-store mobile journey complete with a Google map. A great way to build up the footfall in your shop or premises.

Payment example mobile journey



Get sign ups to your loyalty or rewards scheme by sending out a mobile journey asking customers for their details, as seen on the screen furthest on the left.

Or send out info about new products or services, either asking the customer to pay or sign up for more info in the mobile journey.

So if you would like to try out a mobile journey or have anymore questions please feel free to contact us...

Call: 0117 205 0202

Email: info@textmarketer.com

