

Engage Your Subscribers Through Text Messaging

Market Master: Capture Package allows you to create up to five inbound text messaging programs within FaceTime Strategy. By adding the Market Master Capture Package to your account, you have the ability to create Text Capture programs that allow subscribers to opt-in to email programs via text messages. You can also take advantage of Text Voting and Keyword Response to engage mobile subscribers.

Market Master: Capture Package can help you:

- Grow your list of mobile subscribers through Text Capture
- Engage mobile subscribers through Voting and Keyword Response
- Increase subscriber conversion from offline to online

Example Use Cases

Market Master: Capture Subscriber Information with Text Messaging

Text Market Master: Capture allows marketers to quickly implement a list growth tool available anywhere a subscriber has their cell phone. By texting in information, such as email, you can set-up a perfect program for in-store or online promotions, webinars, and tradeshow.

Market Master: Capture Subscriber Attention with Text Messaging

Through Voting and Keyword Response, marketers can use inbound text messaging to trigger a text message and/or email response (such as welcome or follow-up). By encouraging people to vote or text in a keyword to a short code, you can also increase conversions of offline subscribers to your email programs.

Market Master: Capture Package includes:

- Inbound Text Messaging on an FaceTime Strategy Shared Short Code
- Up to 25,000 Text Messages and 5 Keywords (e.g. INFO, COUPON, COMPANYNAME)

About the Interactive Messaging Series

Market Master Capture is one package within the four-part Interactive Messaging Series, which also includes Collect, Communicate, and Captivate. The Interactive Messaging Series includes tools to round out any digital marketing program with the on-the-go convenience of Text, the emotion of Voice, and the flexibility of Landing Pages. Whether the goal is list growth, subscriber engagement, or honoring a subscribers' unique preferences of content, channel, and timing, the Interactive Messaging Series provides all the products you need to create a premier digital one-to-one messaging experience for your subscribers.

Ultimate Field Guide for One-to-One Marketing

Want to learn more about how to leverage today's emerging digital media channels within your organization? Download our One-to-One Marketing Field Guide Set, which contains more than 60 ideas for how to use Email, Text, Voice, and Landing Pages. Get your copy at www.FaceTimeStrategy.com/resources.