

Retail



What they care about

- Bring in more first-time shoppers
- Increase repeat customer visits
- Bring in shoppers during slow periods
- Automatically collect customer contact information
- Update customers about new products and sales

All-in-One Marketing Feature

- Mobile sign-up keywords
- Mobile text offers, email newsletters, social media posts
- Mobile Coupons
- Online sign-up pages, Facebook sign-up page, text-to-join
- Mobile text updates, email newsletters, social media posts, voice broadcasting

Opening Statement

{Intro statement}

I'm calling today to discuss an all-in-one marketing service that many of our retail customers are already using successfully to bring in new shoppers and store traffic during slow periods.

Questions

- Today, how are you going about bringing in new first-time shoppers?
- How often do your existing customers return to shop with you?
- How are you driving traffic to your business during slow periods?
- How are you currently collecting your customers' contact information?
- How do you currently market to your customers about new products and sales?

Benefits Statements

- All-in-One Marketing can drive in new business with mobile keyword campaigns, which engage and entice your potential shopper to purchase. For example, customers can text the word SHOES to 96362 and instantly receive a special offer on their phone.
- All-in-One Marketing allows you to create high-impact mobile text campaigns, weekly email newsletters, and post daily social promotions, helping you consistently bring back repeat customers.
- All-in-One Marketing helps drive traffic during slow periods by sending targeted mobile coupons directly to mobile phones. Unlike direct mail and email offers, you will see an instantaneous response coming through your door.
- All-in-One Marketing provides mobile sign-up keywords, online sign-up page templates, and Facebook sign-up pages to easily collect customer data online and on-the-go. You can also upload existing customer information into our system.
- All-in-One Marketing allows you to create high-impact mobile text campaigns, weekly email newsletters, post daily social promotions, and voice broadcasts, helping you inform your shoppers about new products and sales.
- To put your mind at ease, All-in-One Marketing comes with the following advantages:
 - Online tutorial videos
 - [insert customer service benefits here]