



Buck Text

Introduction

Text messaging is the most commonly used data application globally. Text messages can provide a direct line to customers. Media files, including videos and images, can be attached to the body of a text message. Text messages can also be utilized to manage various software applications and web services.

Effective text marketing requires a strategy that prioritizes the establishment of clear, measurable goals and the use of data-driven methods to achieve those objectives. Text marketing is only effective when it aims to optimize efforts to effectively connect with and engage target audiences.

Look around you then you will see that people often have their phones with them, and it is common to see individuals texting and using apps in various settings. Texting can be an effective method for reaching out to customers.

Text Clubs

Would your customers appreciate receiving texts from you? A TCPA compliant text marketing list could be a valuable asset for your business. We will assist you in creating one. Developing a list of engaged customers who are interested in receiving your messages is a worthwhile endeavor. Text messages can deliver your message instantaneously because people read them.

It is important to consider several factors before your business begins sending text messages. Sending automatic outgoing text messages carries certain risks. Text spamming is prohibited by law. The Telephone Consumer Protection Act (TCPA) - 47 U.S. Code § 227 - includes restrictions on the use of telephone equipment and applies to text messages.

The initial step is to provide your customers with the phone number they can use for customer service, as well as for joining a rewards club or entering a sweepstake. This will establish a direct communication channel through text messages. It's important that you respond to all incoming text messages from your customers in a timely manner. At this point you can invite them to join the text club. Then you can get their permission to send scheduled marketing messages.

Encourage your customers to enroll in the club and grow your legitimate text messaging list. Allow this list to expand before sending regular marketing messages to your loyal customers.

The Telephone Consumer Protection Act (TCPA) requires that subscribers send an opt-in message before their phone number can be included in an automated Fax, Text, or robocall marketing list. It also specifies that sending the keyword STOP or CANCEL will promptly remove their phone number from the list.



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TCPA states that It is necessary to indicate how often they get messages and that “carrier data and message rates may apply” when subscribing to a text marketing program. Typically, individuals tend to subscribe to fewer than five of these programs.

Implementing a "text to win" concept adds a fun element to the program, which can help you create a list of loyal customers. When customers text a picture to enter the sweepstakes, this also establishes direct communication. It's important to clarify that by sending a message with an attached picture, they agree to allow you to use it as you see fit.

Entrants understand that winners will receive notifications through text messages, which simplifies the process of inviting loyal customers to participate in the text messaging rewards club. Maintaining an engaging program will help ensure that customers remain on your marketing list. Consider these three points:

- Everyone has a phone
- People appreciate incentives
- People enjoy taking pictures

Pictures can include photographs or videos. When a subscriber sends a message with an attached picture, they consent to your usage of it. Offer your customers incentives to send pictures taken while at your establishment, as many are already doing this but not necessarily sending them to you.

Capitalize on the fact that people like to take pictures with their phones. Encourage your patrons to capture moments at your establishment, providing you with live images in real time that can also be utilized in your advertising and accessed from your website.

Reach out to us to explore the potential effectiveness of an Sabrina channel for your business.

SMS Lines

SMS Lines provide access to your messages and pictures via a URL. Web designers can utilize either the URL or a QR code to access those resources. A trackable QR code can be generated in real-time for these URLs.

Attaching a picture to a text message involves a two-step process. This grants a Media License that permits the broadcasting of pictures on your channel and allows their use in advertising.

Completing this two-step process signifies agreement to the established rules. Included in those rules is the license that provides unlimited rights to utilize the text message data.



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The ownership of the attached media item remains with the user who owns the phone number that sent the text message. A catalog of the media attachments is maintained, organized by the user's telephone number and the time the item was received.

Media License

Use this media license when you promote your Text marketing program:

Permission is granted, free of charge, to the recipient of a text message and its attached media item to handle all data from the text message without restrictions. This includes, but is not limited to, the rights to use, copy, modify, merge, publish, distribute, sublicense, and/or sell copies of the attached media item, and to allow others to whom the media item is provided to do the same, under the following conditions:

This license permits broadcasting, distributing, remixing, adapting, and building upon the material sent via text message in any medium or format. It allows for commercial use and becomes effective when individuals send a text message with a media attachment from their phone. This license does not apply to messages received without a media attachment.

Media items are organized in catalogs based on Telephone Number. The holders of these telephone numbers confirm their ownership of the media items. The telephone numbers of all users will remain confidential. Ownership of the associated media item is retained by the user who owns the telephone number that sent the text message.

Conclusion

Encouraging customers to take photos of events at your establishment can be beneficial. They can share these images via text, providing you with real-time content that can also be utilized in advertising and accessed through your website, while also adding them to a direct marketing list.

Reach out to us to discuss the potential effectiveness of an SMS Club rewards program for your business.



Michael Feravolo
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Appendix

Consent to Receive Texts:

The Telephone Consumer Protection Act (TCPA) law distinguishes between two types:

Prior Express Consent:

This is the guideline for informational calls, such as appointment reminders and fraud alerts. When you provide your phone number to a business, you typically grant them express consent to reach out to you regarding your business relationship. For instance, sharing your number with a pharmacy indicates consent for them to send you a text notifying you that your prescription is ready.

Prior Express *Written* Consent:

This requirement sets a higher standard for all marketing robocalls and robotexts directed to a cell phone. The agreement has to be in writing, which can include an electronic signature or a checkbox on a website. It must be presented as a separate disclosure from other terms and conditions and must clearly state that you consent to receive marketing calls and texts from a specific seller using automated technology. Additionally, it should clarify that agreeing to this is not a prerequisite for purchasing any goods or services.

License to Use Attached Media Items:

Encourage your patrons to submit pictures and apply this license to the associated media items in the advertising materials:

Permission is granted, free of charge, to the recipient of a text message and its attached media item to handle all data from the text message without restrictions. This includes, but is not limited to, the rights to use, copy, modify, merge, publish, distribute, sublicense, and/or sell copies of the attached media item, and to allow others to whom the media item is provided to do the same, under the following conditions:

This license permits broadcasting, distributing, remixing, adapting, and building upon the material sent via text message in any medium or format. It allows for commercial use and becomes effective when individuals send a text message with a media attachment from their phone. This license does not apply to messages received without a media attachment.



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The List is the Thing:

Would your customers value receiving text messages from you? A legitimate text marketing list is a significant asset for your business. We can help you create one. Building a list of engaged customers who are interested in receiving your messages is a worthwhile goal. A list of telephone numbers of customers who have consented to receive text messages allows for swift promotions that can engage individuals effectively.

The primary aim of your marketing effort is to establish a legitimate text messaging list. By law, express consent from the writer is required when sending automated text messages to a list of phone numbers.

Express consent can be obtained in written form, either on paper or electronically. For example, a checkbox on a web form (not enabled by default) or a two-step process using text messages can be utilized.

Consider setting up a rewards club that uses phone numbers as identification. You can collect phone numbers at the point of sale with a simple form that invites customers to provide their number if they wish to join the rewards club. Include a checkbox for those who would like to receive text messages. Membership in the club does not require consent for text messages. Inform your servers and bartenders to offer the usual incentives to anyone who inquires. Provide enticing offers to the list, informing recipients that they should show the message and that the offers will expire soon. Flash promotions can be an effective marketing strategy to attract customers during slower nights.



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The Schedule

We ask for permission based on the business not the phone number. Can “business name” send you texts. We handle the permissions for you. We operate the service, The schedule is planed in advance and an id is attached so people know who is sending the message, an opt-out from any phone number that you are assigned remove them from the marketing list.

Services like “Slick Text” force you to specify a message rate when you open an account. This cannot be changed. They do this to ensure TCPA compliance to the shared short code phone number. Buck Text uses regular 10 digit telephone numbers that began with our county’s calling code the number one.

Today people have texting plans built in to their monthly telephone service, message rates are unlimited just like long distance calling. Buck text lets you state that the “message rate will vary and data rates may apply” when people subscribe to your list.