

**13TEXT**

APPLIED MOBILE TECHNOLOGY



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**MAKE A DEEPER  
CONNECTION WITH  
YOUR CUSTOMERS**

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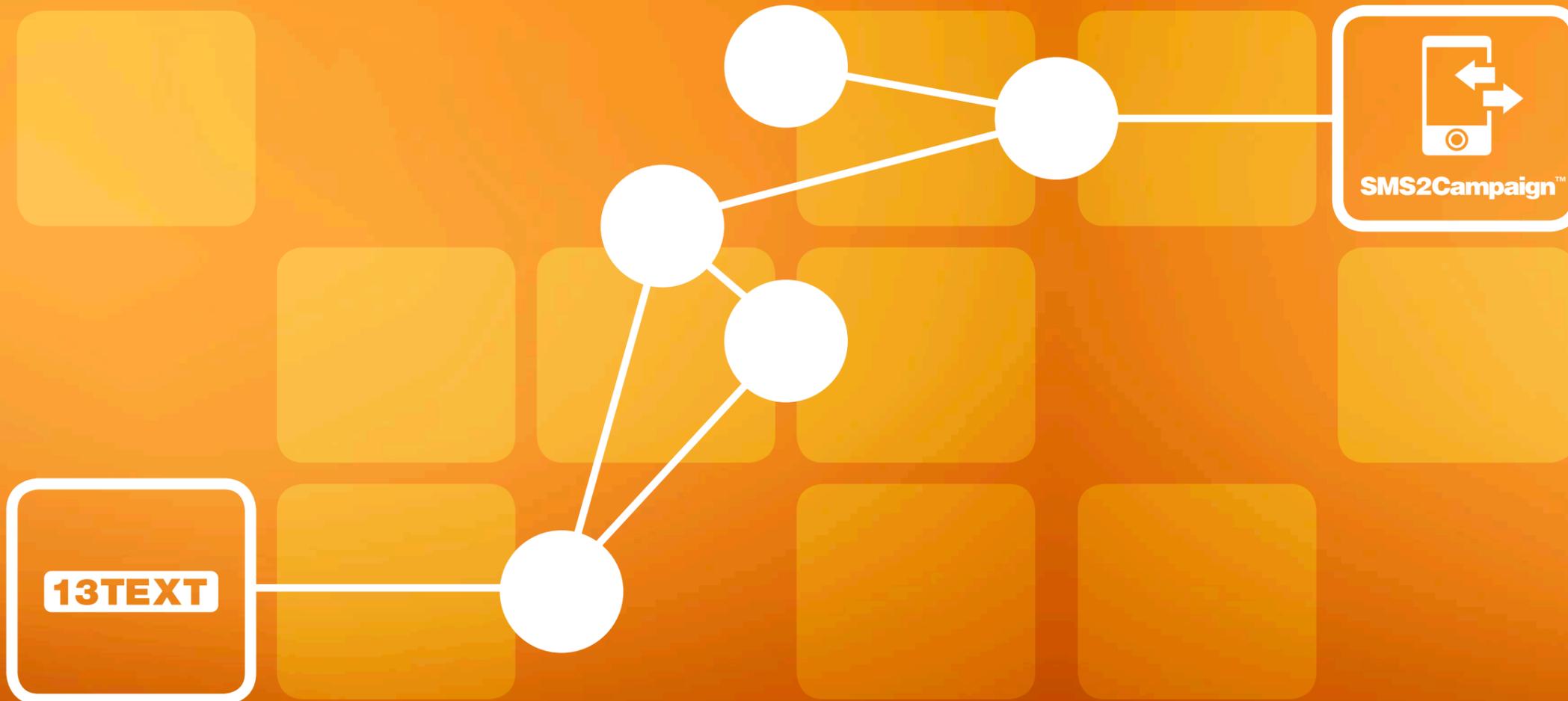
TXT isn't dead...

It's biggr thn evr b4

Think abt it, it's never been more a part  
of our everyday lives

& it's here 2 stay...

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## CONNECT WITH YOUR CUSTOMERS ON THEIR TERMS

SMS2Campaign is a quick and easy way for customers to find out more about your product or service.

It can serve as a gateway for a highly targeted opt-in DM campaign, such as a request for a brochure. It could even be used to send free samples of your product to interested customers.

Once you've connected with your customer, you can link data from SMS2Campaign to other 13Text services, such as Text2Talk to bring the customer closer to a sale.

**That's sure to be well-received!**

# HOW SMS2Campaign™ TURNED ADS 2 ACTION FOR BMW AUSTRALIA

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**2.** 13TEXT replied to the customer, thanked them for their enquiry and asked for their contact information so that the brochure could be posted to them.

Enter your contact details.



**3.** When the customer responded with their details, 13TEXT replied to the customer again, giving them a keyword to respond with should they want to arrange for a BMW test drive.

## BMW's text drive

SMS2Campaign makes use of the modern consumer's constant companion – the smart phone.

Consumers just love using them.

Far from a tired form of communication, 20 years after the first text message was sent, consumers are sending more than ever before – some 8 trillion per year.

The idea of getting in touch via text message is now natural. SMS2Campaign allows your organisation to leverage this behaviour.

BMW knows this, which is why they used a combination of SMS2Campaign and Text2Talk to prompt customers to order a brochure and arrange a test drive.

**1.** After seeing BMW's advertising the customer sent an SMS with a keyword to request a brochure.



**4.** Customers who wanted to arrange for a test drive responded with the keyword.

**5.** They were immediately called back and played a customised message while they were connected with the nearest BMW call centre.

**6.** As soon as the process was complete, a detailed report of all correspondence was sent to BMW's nominated email address.

