

# Text Messaging RESOURCE

## Text Messaging Featured Article

### Sales Teams Can Employ SMS Smartly with the Right Solution

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By now, it should be common knowledge that text messaging is a highly valuable tool in any marketing team's arsenal. Texts can be used to facilitate customer feedback, offer promotional deals and status updates on customers' accounts or orders, and more. Virtually everyone these days has a cell phone or smartphone that is text-enabled, meaning that text-based campaigns will reach a lot of people.

But knowing how best to utilize the power of SMS can be tricky without the right guidance or software. Text message systems are typically a separate application not directly related to customer databases and sales processes, which can complicate the use of SMS.

Luckily, there are offerings out there to help ease this problem for sales forces. OptifiNow, which provides SaaS-based solutions designed to optimize the effectiveness of the sales force, has just announced a new feature to be added to its suite of CRM products. The new feature, called Text onDemand, allows companies to create outbound text messages and link them to sales triggers that initiate them. Companies can also create dynamic, multi-channel campaigns that incorporate text, direct mail, email and social media by grouping text messages with these other communication channels using Text onDemand.

"The way companies do business today is drastically different than it was five years ago. Sending a text message to a potential or current customer is no longer viewed as unprofessional and rude, it's a more efficient and convenient way to do business," said John McGee, CEO of OptifiNow. "Text onDemand allows sales departments to adapt their current protocols to be text-message friendly, creating options for tracking, analyzing and controlling the content and return of SMS campaigns."

One issue with text messaging is how to manage the incoming and outgoing flow of communication, and how to best utilize that stream of information. Text onDemand allows companies to record, track and monitor the content of text messages sent to existing customers, as well as potential ones, directly through existing OptifiNow CRM modules. The process of sending a message through the solution is highly customizable and easy to control. Sales teams can start by selecting a particular lead they want to pursue,

using brand-compliant messaging from the company's marketing department, to create a personalized message that is then sent in SMS format to any mobile device.

Once a message is sent, it is logged in real time and included in the recipient customer's notes on the database, marked as customer outreach. In this way, the sales person can accurately track the communication in future follow-ups, and all replies are stored within the customer record. Ensuring legal compliance is particularly important for businesses using SMS, thanks to the updated TCPA laws. Using Text onDemand, company managers have the added advantage of being able to view and monitor outbound text messages for compliance, as well as to analyze campaign effectiveness.

There is arguably a right way and a wrong way to approach text messaging campaigns. But using the technology in a way that is organized and smart will enhance any company's customer outreach efforts.