OMG SMS
FTW!

Building bigger, better text messaging campaigns

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And These Questions/Common Obstacles Are…

• Should I be texting? How do I get buy-in?

• How do I get started? How do I list build? (That sounds hard!)

• How do I engage subscribers? What’s my long-term strategy?
SHOULD MY ORGANIZATION BE TEXTING?

HOW DO I GET BUY-IN ACROSS MY ORGANIZATION?
Yes, Duh.

- If you want people to see your message.
- If you want to reach harder to reach populations.
- If you want to people to respond or take some kind of action.
- If you want to have a personal relationship with members/supporters.
Be Seen

- 99% of text messages are read.
- The average text is read in 90 seconds.
- SMS app is the most utilized application on phones.
Harder to reach populations

- People that identify as Latino or African American text 1.5-2.5X more than people that identify as White

- Households under $30,000 send 58 texts per day and 2X as many as households over $75,000
Get Supporters to take action

- Action Rate *always* outperforms email and social (somewhere between 5-80%)
- 6.64% **click through** rate for texts
- Add **5x** as many people to your list with an SMS call to action
AFL-CIO: After 5 yrs, the SEC might finally make companies disclose their CEO-to-worker pay ratios. Reply CALL or dial **888-894-1028** to tell the SEC it's time!
Action

The action rate of Brady’s SMS list is **25X higher** than email.
Develop Relationships

Seema Mehta
@LATSeema

I don't really know Jess from HFA. But given how often she texts me, I feel like we are on verge of IRL relationship.

8:05 PM - 6 Mar 2016

9  25
Develop Relationships

Sorry, we couldn't find your polling place. Call 866-OUR-VOTE for help.

So I take that as a no?

Make sure you're ready for Tuesday! Reply with your FULL ADDRESS to confirm your polling place. (Ex. 123 Main Street, New York, NY 12345)

Hey Doug! Are you cute and single? (Reply YES or NO)

Hey, it's Doug from Working America. Election Day is coming up this Tuesday! Have you already voted? (Reply YES or NO)
HOW DO I GET STARTED?

HOW DO I BUILD A BIG LIST OF DEDICATED SUBSCRIBERS?
Just Start.

• Even if you don’t have the software yet start collecting numbers.

• Use every available form of media. More promotion = more subscribers = more action.

• Integrate SMS in to your existing communication plans.

• Start thinking about supporter engagement, programmatic texts, and where they overlap.
Start collecting.

- Start getting mobile number from webforms and paper sign-ups immediately.
- Your SMS provider will help you with all the legal stuff.
Build Your List Everywhere.

#StopFastTrack
SHOW US THE JOBS!

It's time to declassify the Trans-Pacific Partnership trade deal. Where are the jobs?

JOIN THE 1,274,729 ACTIVISTS FIGHTING FOR COMPREHENSIVE IMMIGRATION REFORM

Email Name Zip Code Phone (Optional) Join Us
Build Your List Everywhere.

You can join me in the fight by texting “Justice” to 69866.

AFSCME @AFSCME · 7 Sep 2015
It’s true. **Text** RTW to 237263 to join our fight against the right-wing #RightToWork scam in your state.
Integrate Mobile In Already Existing Campaigns/Strategies.

HumanRightsCampaign @HRC · Jun 8
#SCOTUS announces decisions every Monday: be the first to know their #marriageequality decision. Text "marriage" to 30644.
#LoveCantWait

Today 9:32 AM
Shop
Reply with a business name to get their equality score from HRC. Make sure you're supporting pro-LGBT businesses. Tell friends to text SHOP to 30644

3M
HRC's Buyer's Guide rates 3M 100%, one of the highest workplace equality scores. More: http://j.mp/Buy4eq

BUYING FOR WORKPLACE EQUALITY 2015
A Guide To Companies, Products And Services That Support Lesbian, Gay, Bisexual And Transgender Workplace Inclusion
Think About Your Programs and Your Supporters

Sierra Club: US House to vote Friday on toxic trade bill with NEW anti-climate language. Reply CALL now and ask your Rep. to vote NO on fast track. Stop2Quit
Think About Your Programs and Your Supporters

No Kid Hungry @nokidhungry · Jun 8
Finding #SummerMeal sites in your area is only a text away. Text FOOD to 877-877, spread the word, & #SaveSummer.

Thanks for supporting No Kid Hungry & dining out at Denny's this month. Want to do more to end childhood hunger? Reply HUNGRY & we'll stay in touch! Sam

Thank you for joining Team No Kid Hungry! We'll keep you updated w/ ways you can help end hunger in your community. Reply STOP to quit.

Msg&DataRatesMayApply
Let’s Try it!!

Text STEEL to 662266 (US only)

Reply STOP to quit. Message & Data rates apply
HOW DO I ENGAGE SUBSCRIBERS?

WHAT DOES MY LONG TERM STRATEGY LOOK LIKE?
Lloyd’s Mantra.

• The most successful mobile campaigns grow your list and engage your current subscribers.

• Action comes from regular, varied communication with your SMS subscribers.
Grow Your List AND Engage Existing Members

DNC CHAIRWOMAN
DEBBIE WASSERMAN-SCHULTZ
WON’T STAND WITH FAMILIES!

TEXT & TELL HER
OUR FAMILIES CAN’T WAIT!

TEXT We Cant Wait TO
877877

United We Dream #WeCantWait

UWD: Republicans are using the crisis of children fleeing Central American violence to attack Dreamers! Reply ACTION to sign the petition!

Click here to sign the petition: http://bit.ly/1pBOOF1 or reply with your EMAIL to receive it in your inbox.
Grow Your List AND Engage Existing Members

DoSomething.org retweeted
Gabriel Gomez @g__squared · Jun 10
You wanna text POP to 38383 so you can give dad the best Father’s Day gift: a blood pressure check-up @dosomething

Alysha here! Father’s Day is Sunday! Want a super easy way to show dad (or an important man in your life) how much you care? Yes or No?

Yes

Nice! Take Dad to check his blood pressure (it’s free & easy!) I'll tell you how to check it & tips on staying healthy. Want in? Text POP. Want out? Text No.
Grow Your List AND Engage Existing Members

HRC Alert: VICTORY on marriage equality vote in NY! Reply with your ZIP & note celebrating this HUGE win - it'll go on a map w/support msgs from all over!

Thanks for sending your note for NY. Check out the map with everyone's messages and share it: hrc.org/NYmap

NY marriage equality win! Check out @HRC's map w/msgs from supporters: hrc.org/NYmap. Txt MAP4NY to 30644 & add your note. #NY4M

Pete Boisclair > Minnesotans United for All Families
The hopes and dreams of millions just came true. Marriage for All Families is about to become the law of the land in New York. People across the country are texting in notes of support to add to the map below. To join them, text MAP4NY to 30644 and we'll send you instructions on how to text in your note.
And Remember

- Action comes from regular, varied communication with your SMS subscribers.

Don't always ask for the same thing!

Text them often enough that they're used to hearing from you.
Incorporate SMS into your Programs

• Giving people **educational information** and tips
• Helping people **find resources** close to them
• Getting people the **right message** at the **right time**
• Helping people get the **right answers**
Engage Supporters With Text

- Event Invitations & RSVPs
- Updates & Awareness
- Donation Asks
- Polls, Quizzes & Contests
- Share Experiences
- Ask to make Phone Calls
- Collect Petition Signatures
- Share Content with Friends
- MMS – Picture & Video messages
Overcoming Common Obstacles: A conclusion slide with too many words

• **Should I be texting? How do I get buy-in?**
  - Yes, Remember that SMS will help you get critical messages seen (99% open rate) by everyone you’re trying to reach (even traditionally hard to reach populations) and get you more action (than email, social, etc).

• **How do I get started? How do I list build? (That sounds hard!)**
  - Just Start! It’s never too early to start collecting numbers.
  - Then use every available medium (more CTAs = More subs = More Action).
  - Don’t reinvent the (content) wheel or wait for the perfect “mobile” campaign – use SMS in your already existing campaigns and communication plans.
  - Start to think about how SMS will engage your supporters AND help your organization achieve its mission (set engagement and programmatic goals).

• **How do I engage subscribers? What’s my long-term strategy?**
  - Your mobile communications/campaigns should BOTH grow your list and engage your current subscribers. Don’t think of growth and content too separately.
  - For both programs and supporter engagement, action comes from regular, varied conversations with your subscribers.
CELEBRATE INTERNATIONAL WOMEN’S DAY
Show your governor that #WomenTogether are stronger than a lawsuit!
TEXT DIGNITY47 TO 97779
to support DAPA, DACA & minimum wage & overtime protections for immigrant care workers.

QUESTIONS?
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Still thinking about the ethics of your mani/pedi? So are we. Help The Brian Lehrer Show investigate. Text NAILS to 30644 and we’ll send you instructions.