



Uses for Text-to-Win

Text-to-Win are campaigns where an attendee responds to a marketing piece via text message and is entered into a contest, by double opting-in to your database, with a prize drawing at the conclusion..

- ❖ Build a double opt-in list by using Text-to-Win on your next booth give away. No more collecting business cards or scanning badges. Highly visible marketing pieces mean attendees can pass on their information even if your booth personnel are engaged with other leads at the time
- ❖ Add additional value to sponsorship opportunities by allowing your high level sponsors to use Text-to-Win on signage and hand outs
- ❖ Sell Text-to-Win Banners in the entrances, hallways and kiosks for additional sponsorship revenue
- ❖ Build a double opt-in database for next year's event by having a high valued give away via Text-to-Win in the lobby or entrance to your event. Great for consumer events that have had difficulty obtaining contact information from attendees

Uses for Text-to-Subscribe

Text-to Subscribe are campaigns where attendees respond to a marketing piece via text message to receive information or instructions, and at the same time, double-opting in to your database.

- ❖ Use Text-to-Subscribe as an invitation to an after event party or networking opportunity
- ❖ Text-to-Subscribe to pass on VIP information to your most valued clients
- ❖ Use Text-to-Subscribe to disseminate product details and how to get more information
- ❖ Use Text-to-Subscribe for immediate on site pre-reg for next year's event

Uses for Text Broadcast

Text Broadcast campaigns are outbound communications with your database.

- ❖ Notify your database when registration goes live with an early bird discount code
- ❖ Broadcast last minute information to attendees
- ❖ Send pre-show weather updates
- ❖ Emergency notification to attendees and exhibitors during crisis situations
- ❖ Keynote or education session reminders
- ❖ Invitations to after hour events or networking sessions