



Marketing Tactics

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We advise most accounts to drive awareness of texting in stages. This gives the branches time to get comfortable using Prokeep before orders or questions from customers ramp up.

Below, you'll find a comprehensive list of the most effective marketing tactics for introducing texting to your customers. We recommend choosing tactics that fit into your current processes.

Proactive Texting

THE most effective way to build usage

- Promote texting by sending contractors relevant info using the Prokeep. Information could include:

- Order Updates
- Lead Time Info
- Delivery Details
- Answers to phone Calls
- Answers to Personal Texts
- Warranty Check

Word of Mouth

- Spreading the word about texting to contractors at the counter will create awareness and allow you to promote the benefits of texting.

Welcome Message

- Enter contact info for each customer that comes to the counter
- Send a Welcome Message through Prokeep while entering contact info

Flyer and In-Store Advertising

- Placement of flyers or posters on counter, on the doors and in the break room
- Include flyers with invoices or promotions sent via snail mail
- Display the flyer on TV screens inside the branch

Change Your Personal Voicemail Message

- Change your personal voicemail message to "...for faster service you can now text the store at...". This will help migrate contractors from calling you to texting the branch instead!

Change your Hold Message

- Change your company hold message to let your customers know that they can text the branch orders or questions instead of waiting on hold.

Website & Social Media

- Announcement of the texting channel on your company website and/or social media

Email Blast Announcement

- ❑ Build further awareness through traditional email blasts