INDUSTRY BRIEF

Military Bases

Text messages have revolutionized personal communication, quickly becoming our go-to channel for daily use. Texts boast a near-perfect read rate of 98% and are responded to 7.5x more often and 60x faster than email. SMS Marketing Services' unique texting solution is trusted by some of the largest military bases in the country because it gives them the power of texting, along with powerful targeting and automation tools to help keep their bases running smoothly.

USE CASES

01

Promote Your Activities

- Post mobile keywords (eg: "Sports") throughout your base and on social media to give residents a fast and easy way to opt-in for alerts about upcoming events.

- Our unique TextBot can branch based on how contacts respond to texts and automatically send them event information relevant to their interests.

  (See example next page)

- Use the data to automatically target alerts that are relevant to your subscribers' interests, like sending all soccer fans your schedule for World Cup viewing parties.

02

Boost Attendance At Events

- SMS's integrated omni-channel communications allow you to inform residents of community events across email, voice, social media and texting, all from one platform.

- Reduce no-shows with event reminders that automatically get sent to anyone who showed interest by clicking a link or responding "Yes" to your invite.

- Text-enable your base's existing landline number, so your staff to answer pressing questions without playing phone tag or buried emails.
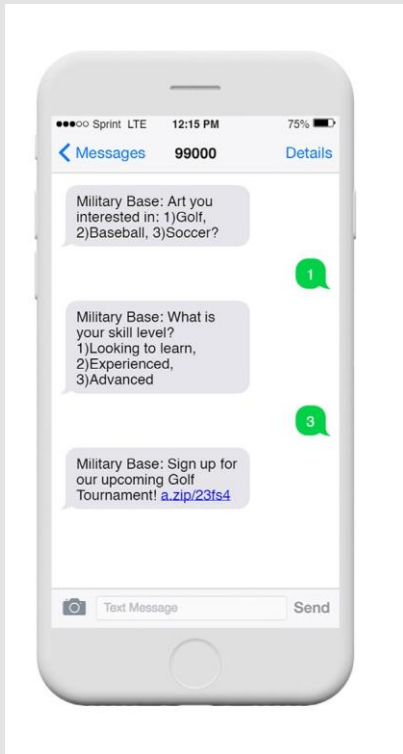
USE CASES

03

Send Critical Alerts

- Text message alerts are the fastest way to make sure a critical message is heard.

- They're nearly instantaneous, with 90% of texts being read within 3 minutes of delivery.

- Our unique Yes/No Response feature is especially invaluable during emergency situations, allowing you to get instant responses that you can relay to first responders.

Intelligent Text Bot Example

●●●○○ Sprint LTE   12:15 PM   75% ■■
< Messages   99000   Details

Military Base: Art you interested in: 1)Golf, 2)Baseball, 3)Soccer?

1

Military Base: What is your skill level? 1)Looking to learn, 2)Experienced, 3)Advanced

3

Military Base: Sign up for our upcoming Golf Tournament! a.zip/23fs4

📷 Text Message   Send

1 After sending them the information about a recreational sport league, our system can ask " Are you interested in: 1) Golf 2) Baseball 3) Soccer?"

2 If they respond "1", they would be asked what their skill level is: 1) Looking to Learn, 2) Experienced, 3) Advanced

3 If they respond "3", they could be sent a link to sign up for your base's golf tournaments.

LIFECYCLE ENGAGEMENT

SMS uniquely allows you to communicate with residents throughout every stage of their lifecycle on your base, from signup for events to be able to send critical alerts. For example:

1

Advertise a **mobile keyword** to collect subscribers for events they are interested in.

2

Have a **response automatically** sent with a link that leads to more information. You can also track whether or not they click

3

Use **Keyword Data Capture** or **Online Signup Pages** to collect and store more information about what your base residents are interested in.

4

Our **Smart Targeting** uniquely self-updates distribution lists automatically based on subscriber's interests and behavior, so you send only relevant information.

5

Answer questions via **two-way texting** using your landline number, eliminating phone tag or missed emails and without having to use your personal number.

6

Our **Smart Reminders** take ordinary reminders to the next level by automatically sending notifications based on previously expressed interest.

7

Send mass alerts about dangerous weather conditions or facility closure to only the affected people using our **Dynamic Targets**.

UNMATCHED CUSTOMER SERVICE

We offer onboarding and training to make sure you can get the most out of our messaging solution. In addition, our account management team will help you implement automation and lifecycle engagement into your communication strategy. Our amazing support team is ready to help 365 days a year, with a 1 hour average support response time during business hours.

365-day
Technical Support

1 hour
Initial Response Time

9.5/10
Customer Service Rating