

Unions



Text messages have revolutionized how we communicate, quickly becoming our go-to channel for daily use. SMS Marketing Services helps you tap into this power for your union, allowing you to effectively reach your members. But our software goes further than common mass texting solutions by helping you automatically boost member engagement and satisfaction, increase event attendance, and improve how your events and facilities operate.

USE CASES

01

Boost Member Engagement



Maximize engagement, as texts are responded to 60x quicker and 7.5x more often than email.

- Get new sign ups for alerts using mobile keywords and online forms.
- With our unique Smart Targeting, you send only relevant messages based on member interests and click-through behavior (e.g.: send an invite for a softball game to only those who showed interest in sports by clicking on a link)
- Keep members up-to-date on your accomplishments and what your next goals are.

02

Increase Event Attendance



With a 98% read rate vs email's 22%, text messaging is the perfect tool to increase attendance at your union events, meetings, or even strikes.

- Mass-blast invites for important union meetings or votes.
- Send a link with more event information, and then automatically send a reminder to everyone who clicked it.

USE CASES

03

Bolster Member Satisfaction



Boost re-enrollment and strengthen the union by keeping members satisfied.

- Allow for two-way texting, so subscribers can ask questions without being put on hold or having emails buried in an inbox.
- Gather feedback from members with interactive surveys that automatically collect their responses.
- Minimize opt-outs by sending messages that the member would be interested in, automatically.

04

Improve Internal Efficiency



Everyone carries their phone with them at all times, making it the perfect tool to send and receive alerts.

- Save your staff time by automating time-consuming chores like answering FAQs with our intelligent Text Bot.
- With Landline Texting, you can send and receive text messages using your existing landline phone number, so your staff can text without exposing their personal mobile numbers.
- With our productivity tools, your staff can handle multiple questions and issues at the same time without having to be stuck on the phone for an extended period of time.

LIFECYCLE ENGAGEMENT

SMS Marketing Services' text automation solution goes beyond simple mass blasting services. It can automate your communications with your members and ultimately improve satisfaction throughout their lifecycle with your union. For example:



1

Secure sign ups for your union's messages using **mobile keywords** and online forms.



2

Automatically gather information about members such as their chapter or what issues are important to them.



3

Automatically send targeted messages to members based on their interests or **click-through behavior**.



4

Mass-blast major announcements to all your members for things like significant developments or accomplishments.



5

Send **automated reminders** via SMS, email, and voice, and post to social media to remind members to pay their dues or vote for their endorsed candidate.



6

Text-enable your office's **landline phone** number to answer questions via text without having to expose your personal number.



7

Automatically answer questions using our intelligent **Text Bot**.



8

Send **SMS surveys** to solicit feedback from members, so your union can represent them better.



9

Send **re-enrollment reminders** to keep them in the union.

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

