Andrew: This session is about how to increase sales with SMS marketing. The program is going to be led by this man up on your screen. His name is Derek Johnson, and he is the founder of Tatango, which allows you to send a text messaging marketing campaign to your customers and gives you the tools to collect their cell phone numbers. I will help facilitate, and at times apparently trip over my words. My name is Andrew Warner. I'm the founder of Mixergy, where proven founders like Derek teach. Derek, welcome.

Derek: Hey. Thanks for having me.

Andrew: And how does this explain the big problem?

Derek: Yeah. You know, there's, I think, two problems that happen, you know, very recently.

Andrew: Mm-hmm.

Derek: First is email marketing, you know, the open rates used to be ridiculously high. But as everyone knows, you know, as email, you know, continues to kind of evolve, the open rates have continued to decrease.

Andrew: Mm-hmm.

Derek: So they'll ... as you can see, you know, depending on the industry, what industry you're in, you know, it can range from, you know, on average, about 13% open rates. And that's on the lead gen ...

Andrew: That's what you're saying on this ... where it is ...

Derek: That's from Mail Chimp. Correct.

Andrew: Right there, from this Mail Chimp article about how Gmail's new inbox is affecting open rates. I'll isolate the image just like that and zoom in. So what we're seeing is what's the before and after that they're demonstrating here?

Derek: Yeah, so that was kind of the evolution of the last, like, 10 years with email marketing. Email marketing used to be super powerful. And it still is, but it's become less powerful. Now, with tabbed inboxes, you know, and Google's the first one to do it. I guarantee, you know, other email providers are going to follow.

Andrew: Yeah. This is what we're seeing, where they isolate ... Gmail does, before users even see it ...

Derek: Yeah.

Andrew: ... Gmail isolates anything that looks like it's marketing and puts it in a whole other bucket that's got nothing but advertising, nothing but promotions, etc. All right, and so going back to this chart, this is a before and after that change was made to Gmail open rates. What we see is in both cases, open rates are pretty freaking low. Below 15%.

Derek: Exactly. Yeah.

Andrew: And so the reason that you want us to think about SMS is because if email open rates are so low, then maybe it's time to look at something where open rates are much higher. What are the open rates on SMS? Or as we call it in the U. S., often, text messages?

Derek: Yeah. Text messages, SMS, it's kind of interchangeable. So right now with text messaging, the average text message has an open rate of 99 percent.

Andrew: 99 percent of the text messages that I send out are going to be opened.

Derek: That's correct, yes.

Andrew: And that's why you want us to consider sending text messages and using them as marketing instead of the email channel that we've known for years.

Derek: Yup. Exactly. And as, you know, I think, as, you know, as email, you know, over the last ten years has kind of progressed and, you know, more people are marketing via email, obviously open rates will go down. But right now, they're extremely high.

So you're almost looking at where email was ten years ago and how valuable that was, you're looking at right now with SMS. It is that valuable, and you can generate a huge amount of revenue. So, you know, it definitely is the time to get into SMS marketing.

Andrew: All right. This is the potential. People in the audience are going to be thinking, "All right. Great. But what has this guy done?" And then they're going to think, "What can he do for me?" So let's start with what have you done. Let's give them one example. What did you do for ... this is Seattle Suntan.

Derek: Yeah. So Seattle Suntan was a great client. They, you know, are using pretty much everything ... you know, all the marketing channels that everybody, you know, all your viewers are using. Email, social, you know, in-store. You know, really ... and they're spending a lot of money on marketing, you know, per year. We came to them and we showed them, obviously, the open rates. And they knew the open rates of their email.

We said, you know, "Why don't you collect people's mobile phone numbers and send text messages similar to what you're sending via email. Instead of getting, you know, a 13% open rate, you're going to get a 99 percent open rate." And the average text message is opened within three minutes of being sent. Where you compare that to email, it depends on kind of who you're listening to in the email marketing space. It can be anywhere from 24 to 48 hours. And I don't think even they know now, with the tabbed inboxes, how that's affecting it. And it's just going to get worse. So we came to them and, you know, the results were ...

Andrew: So bottom line, what did you do for them?

Derek: Yeah. So we set up ... or they, actually, set up on our text messaging service. We have a platform similar to, like, Mail Chimp or Exact Target. And they went in. They created an SMS campaign which allowed their customers to opt in to receive text messages, and do that by texting in pretty much "tans," which is what we call a keyword, to the short code 33733, which is just a five- to six-digit phone number.

Andrew: It's in here. Let me show it right up on screen.

Derek: Yeah.

Andrew: Just like they have an email box over on the right of their site asking people to opt into email, in the center, they say text the word "tans" to this number, and when they do that, they're opting in to receive text messages. But I want to understand more about how this process works, and more importantly, how it'd work for our audience. But dollars and cents. I know you've got a statistic that you're willing to share with us. I think it comes from the first month of sales. How much did you increase their revenue first month?

Derek: Yeah. So just with SMS. And again, it's very easy to track SMS, which is what I like, so I can get hard numbers from clients. They generated specifically ... what was the number here? I think it was $196,101.87. So about $200,000 in revenue in the first 30 days of running their SMS campaign. Now, obviously, you know, a lot of companies don't want to disclose how much ongoing revenue. It is just as high or considerably higher continuing.

So, you know, the client is extremely happy with the results, and they get more and more subscribers into their SMS campaign. I think during the first month, 4,750 subscribers opted in. That number is extremely higher now. You know, it's been maybe five or six months since they started.

Andrew: Okay. Alright. We're going to learn how to do this, and we're going to see how text messaging today is maybe where email was about 10 years ago. Maybe it's even further ahead, because I don't ever remember email having that kind of open rate, or being able to influence that much in sales. Let's take a look at the big board here. This is a list of the topics that you and I are going to be talking today. There it is. How we're going to increase sales.

The very first item that I have on the list is the very first thing that you wanted us to talk about, which is "be compliant." And one of the warning stories, the stories we all need to be aware of, is this one. I've clipped out this article. What happened to this company?

Derek: Yeah. So this is Papa Murphy's. And actually ... yeah, it is Papa Murphy's. No, actually, I think you're on the Jiffy Lube one.

Andrew: Jiffy Lube is what I have up on my screen.

Derek: Okay.

Andrew: It's obviously happened to multiple companies. So what happened to Jiffy Lube?

Derek: Yeah. Dozens of companies have been, you know, not only fined, but sued and lost in court. So Jiffy Lube, interesting case. They took ... so when you go into a Jiffy Lube, you give your mobile phone number for the purpose of being called when your car is ready. So at Jiffy Lube, a certain owner, you know, of a franchise that Jiffy Lube called Hartland Automotive Services, they took millions of phone numbers from those forms that people filled out when they, you know, signed their name saying, "Yes, you can have my car, but give me a call when it's, you know, ready."

They took all those phone numbers and sent them a text message. And I think it was ... what was it? 2.3 million consumers, you know, that they sent a text message to. Which means, under the Telephone Consumer Protection Act, which is a federal law, consumers can sue anywhere from $500 per text message up to $1,500 per text message, depending on if the company maliciously did it or they just didn't know. And that's what happened here. And this ... you know, the $47 million was a settlement. They could have been sued for billions of dollars for that many ... amount of text messages, and the fines that, you know, you ...

Andrew: So what do I need to do? Because I don't want to be a jerk about it. I don't want to spam people. I want to do this right. What's the biggest thing that I need to watch out for? I can't just take their phone numbers and put it on a list and text message them, right? Is that basically what you're telling me?

Derek: You know, so the Telephone Consumer Protection Act is very, very complicated, you know, and takes a long time to read. But really, the piece of the Telephone Consumer Protection Act which you need to know is you cannot send text messages to someone unless you have express written consent. Which really, for, you know, your viewers out there, means that, you know, they have to know that they're opting in to receive text messages from you. You know, so you get kind of in this gray area where they're like, well, but I bought this list, but the kind of ... that's the kind of, you know, place that you get in trouble.

Andrew: They have to explicitly do it. If they give you their phone number as part of the purchasing process, it's not enough. They have to explicitly say yes.

Derek: Exactly. And ...

Andrew: Can I have a check box on my form when they buy, or when they sign up for something, where I say, "By checking this box, you're also getting text messages from me?"

Derek: Yup. You know, and it is still new, kind of like email marketing. We are going through a lot of growing pains in terms ... and the courts are really deciding this, which is nice. So we're getting a lot of case law around this. If you are doing something like that ... the Jiffy Lube case, they established that it cannot be part of another process.

So signing, like, a contract, it can't be buried in there saying, like, "Hey, by putting your phone number in here, we're going to also do this." So if you do want to kind of do a check box, what I usually recommend is uncheck it, you know, when somebody lands, by default, on the page. Very clear in there that by signing up, you know, putting your phone number in, you're going to receive X amount of text messages. Message and data rates apply. And then have them check that. The best way to avoid, you know, a costly lawsuit.

Andrew: All right. So let's go on now to the big board and see what the next thing we need to understand is, which is you've got to pick great keywords and short codes. Let me see if I understand what this is. Show the image that you talked to me about before we started. It seems like there are two parts to the way that you collect text message permission. The one part is the phone number. In this case, it's 90210. The second part is the word, right?

Derek: Yes, correct. And the word is what we call a keyword, and the phone number -- the five- to six-digit, and I'll reference this all the time -- is what we call a short code.

Andrew: Gotcha. So why can't I just have people text message anything to a phone number that I give them? Why does it have to be ... why do we need both of them?

Derek: Yeah. So are you talking about, like, let's say, for this example, like, "My Lexus" to just my regular phone number?

Andrew: Yeah. Can't I just say, "Text me at ... " What's our number? 1-888- 4-MIXERGY, or something?

Derek: Yeah. So you could, obviously. And people do do that. They say, hey, you know, text me your ... whatever, or something like that. The carriers are very specific. Now, you could get away with it on a personal level, or very, very small business. But the carriers are very specific that if you're running an SMS marketing campaign, or you're doing either mass text messaging or some type of marketing initiative, you have to be doing it through a short code. It's very similar to kind of email marketing. You do still have those people that are using Gmail, you know, to email market people, or Outlook, but really, the proper way is using Mail Chimp or Constant Contact. So it ...

Andrew: About the collecting. Do you allow me to collect -- going over to your website -- if I'm on Tatango, and I'm a customer of yours, can I collect cell phone numbers on my website instead of asking people to text a specific short code?

Derek: Yep. Exactly.

Andrew: Okay.

Derek: And similar to kind of what that Seattle Suntan was doing on the right-hand side, you know, we do have a lot of customers, also. It takes a little development knowledge, because you've got to implement the API. But, you know, people can

put their phone number into a form or a field ...

Andrew: Gotcha.

Derek: ... and then opt in.

Andrew: All right. But you're saying if we use this process, which is the short code and the keyword, we can't be dopy about the keyword and the short code that we use. It can't just be a scramble of numbers and a scramble of letters.

Derek: Exactly. You want to make it ...

Andrew: What about these guys? Lexus in Northland. How are they doing it?

Derek: Yeah, yeah. So this one was actually ... so the short codes are very, very expensive, and most of the time you're going to be using what we call a shared short code.

Andrew: Mm-hmm.

Derek: So this short code, 90210, thousands of businesses are using it. So, you know, this guy has to find a keyword -- "My Lexus" -- that isn't being used by another business. Kind of like a web domain, almost.

Andrew: Okay.

Derek: And, you know, some big businesses, you know, the Fortune 500 companies, they will buy their own short code, so then they have all the keywords available.

Andrew: Mm-hmm.

Derek: They don't kind of have any brand, you know, confusion. But most businesses are going to operate on a shared short code. So at Tatango, we have shared short codes like 33733, 68398. And you can kind of pick and choose which one you want. And then, on top of that, you put a keyword.

Andrew: I see.

Derek: So what we're pointing out in this keyword example was the fact that 9% of people ... and with a mobile phone, you have to be very cautious, because I have fat, you know, thumbs. You know, you can make mistakes. And people are looking at this really quickly. They're not staring at it for, you know, 15 minutes thinking, "Okay, I know what that is. I'm going to type it in my phone."

Usually it's something that's quick. You know, a quick engagement with the brand or advertising. So what we were pointing out in that example was the fact that "My Lexus" is two words. Well, most SMS systems are pretty stupid, and what they'll do is, if you don't have "My Lexus" with a space, and somebody texted, you know, into 90210 without a space, or with a space, it won't register.

So then you lose that subscriber. So you have to be very, very cautious. Even putting, like, quotations around your keyword will throw off some consumers, because they'll put quotations around their keyword.

Andrew: Oh, I see. So if you put, quote, "My Lexus" . . . I see.

Derek: Yeah.

Andrew: So if he had . . . in an ideal world, he would just have "Text Lexus to 90210."

Derek: Yeah.

Andrew: That way there's no confusion about should I do "My Lexus," "I Lexus," just the word "Lexus."

Derek: And then you look at also . . . yes, you're correct. And then you look at also autocorrect makes for some funny text messages, but also can screw you up. So when we do national campaigns, we will do autocorrect on multiple phones in our office -- or our account managers will -- and then they'll show the client, like, "Hey, there's a potential on this one for an autocorrect."

Andrew: Gotcha. Okay. All right. Here's an example of a company that's doing it right. We talked about them a moment ago. What are they doing right here? What do you like about this?

Derek: Yeah, so very, very simple. It's "tans," you know, which does not autocorrect. It doesn't have . . . you know, it's not "tans5677" to 33733. You know, people are going to look up, and most of the time it's on a billboard or on some kind of advertising, you know, in the real world. They're going to look at it really, really quickly and then go to their phone and type it in. So if you have something like "tans467727," they're going to have to look multiple times back and forth to their phone, and that can influence, you know, the amount of people that will opt in.

Andrew: Okay.

Derek: So this is very, very simple. They're not using . . . and they keep it short. So it's not . . . like, they could have said, "Text 'Seattle Sun Tan in Seattle' to 33 . . . " Like, that would be a pain in the ass to type in, God.

Andrew: You don't even want us using the . . . excuse me, the dollar sign for the S in "tans."

Derek: Yeah. It's pretty funny. We go out and we talk to a lot of people. A lot of regular people. You have to remember, I live on my phone, you live on your phone, a lot of your viewers live on their phone. A lot of people cannot figure out how to tab on a cell phone to get to a dollar symbol, or to get to three dollar symbols in a row. So just make it simple as possible.

Andrew: All right. Fair enough. Onto the big board again, and our next big point is we want to create a compelling opt-in offer. And I'm going to show one of the examples that you talked to me about before we started. And I know that there's going to be some issue with this with the audience, and we'll bring that up. But what are these guys . . . who is this, and what are they doing well?

Derek: Yeah. So this is Jack in the Box. They are . . . so when . . . again, the keyword is, you know, "JackSB," which obviously kind of . . . you know, I have some issues with it, but they have to . . .

Andrew: Right, but you have to . . . why . . . what's the "SB" in Jack in the Box?

Derek: So it depends on kind of, you know, what the company's trying to do by doing this. Some of them, they're using it as a tracking tool.

Andrew: Oh.

Derek: So "JackSB," like, your reference to a certain location or certain campaign.

Andrew: Gotcha.

Derek: So that they can see, oh, the SB location is getting 400 opt-ins. So I can . . . if there's a reason behind it, I can understand. But if this were . . . if they had the option to just text "Jack" to 31278, it would be much better.

Andrew: Okay.

Derek: So they are . . . so right there, it says "Text 'JackSB' to 31278 to sign up to receive mobile offers." That's a very standard, you know, text messaging call to action. What we realized, though, is those kind of things are not very attractive. I mean, some of them . . .

Andrew: You mean people are not getting excited about receiving mobile offers?

Derek: Exactly. Yep. And it's the exact same thing as email marketing. Even nowadays, you've got to give them something. So Jack in the Box is doing a really great job. They're giving you free tacos. Actually, two tacos. Not even one taco, which I would think is enough. They're giving you two tacos to sign up to receive, you know, future text message alerts from them.

And I think this just shows the power of text messaging and the value they see in collecting somebody's phone number. They're willing to give you two free tacos to get your phone number.

Andrew: Okay.

Derek: So that phone number's pretty valuable.

Andrew: So people in our audience aren't going to be selling burgers. They obviously don't have burger chains. But what they do have are software

companies, app companies, content companies.

Derek: Yeah.

Andrew: Pick one of those and show me how someone in that business can create a compelling opt-in offer that would encourage people to submit their phone number.

Derek: Yeah, exactly. And what's great is, you know, five years ago, when we started doing SMS marketing, I don't think this could have ever been possible for your viewers, because the phones weren't smart enough. You know, they didn't have internet access. Now that they have internet access, the browsers are really great, you know, you can download apps, there's all kinds of things you can do.

So let's say you have content, and let's say, you know, you're a dating coach or a dating website, and you want people to sign up for dating tips, you know, from you. Well, just like Jack in the Box did. Jack in the Box has an actual product that they sell. You're selling dating tips. You could offer, you know, a video, you know, in the first text message. So, sign up for our, you know, our text message tips on, you know, dating. Weekly text message tips. And get a special video, you know, from us on 10 reasons, 10 ways to pick up girls at the bar. You know, that could be ...

Andrew: I see what you're saying. You're saying I can control the first message that people see after they sign up, and that message can include a link to content on my site because people have iPhones, Android phones, Windows phones, smartphones of every kind, they can see it on their phone. And so I see. So that opens up a world of possibilities for content creators. Everything from videos to PDFs to books, etc.

Derek: Yeah. Exactly. And you can even get more crazy, too. You could link ... let's say you have to, for some reason, get their email, or maybe their address, because you want to ship them a T-shirt, you know, for signing up for this. You can link to a mobile website with a capture form on that mobile website, you know, to get more info from them, or maybe what you need to send them the info. So, you know, you can really do anything. You know, videos, app downloads. Maybe you have a special app, or, you know, maybe you're not as technically savvy on the mobile side. Give them some kind of coupon code.

So let's take Mixergy, for example. Let's say you say, you know, "Hey, give me your phone number and I'll text message you when a new video comes out." And you put a little link in there every time, every week, so I can click on it and just watch the video on my phone. But I want something special, so what you'll do is, hey, sign up for ... you know, to receive these weekly text message alerts, and you will get 20 percent off, you know, a premium membership. And then in the text message, you don't need to put any links or anything like that. Just put the coupon code. That is only accessible via the text message. Then they've got to go to the web on the regular computer and they type it in.

Andrew: Right. Later on, we're going to talk about how you've got a note here about the frequency and timing of sending out those messages. I want to add to a

conversation about what am I emailing, or what am I texting. My mind is still on email.

Derek: Yeah.

Andrew: What am I texting? But let's stick with collecting those opt-ins so that we can later on have a more meaningful conversation about what we're sending people through opting in. All right. Next big point is to advertise to our current customers. Why is that such a dramatic different thing? Why is that such an important thing to talk about, that you actually want to do this on this short list?

Derek: Yeah. I think because that's a big question that our account managers get, is they get sold on, you know, hey, we're going to make a lot of money and get all these phone numbers, but really, you have to get the phone numbers first. You can't buy phone numbers. You know, and they're not very easy to get. So, you know, advertising ... we get this question all the time. "Where do I advertise?" And we always quickly say back, "Where don't you advertise?" And what's great about, you know, SMS compared to email is email, you really only can advertise, you know, online, unless somebody wants to, like, pick up a pen and fill out a form in a store, which, you know, is very unlikely.

With SMS, you can advertise both online with, you know, one of those capture forms that we're talking about, that Seattle Suntan could have on the right-hand side, and then in the real world, you know, with those short codes and keywords so people can text and interact. So we're talking everything from billboards in the real world, you know, changing rooms, you know ... anything ... flyers, postcards. You can even do direct mail. You know, people thing ...

Andrew: Chances are, my audience is not going to be doing those things. But I do hear what you're saying. It is intimidating when you sign up for a program like yours, and you have the possibility to text message people, and the first thing you see is you have no one on your list.

Derek: Yeah.

Andrew: And that is really intimidating. So what you're saying is before you think about new ways to get people in, before you think about how to go outside of your world and bring more people into your world, and then get them to give you their phone numbers, you're saying start thinking about the people who are already on your list. The people who are already on your site.

Derek: Exactly. And my ... yeah. And you're looking at two great ways, because, you know, kind of like me, you know, I do get your email alerts, but maybe I ... you know, maybe I'm traveling a lot, and I want to kind of tone down my email. I want ... and I'm a premium member. I want to get SMS orders, because I want to send straight to my phone, and I want to be able to watch it on my own time. So, you know, your current members are going to be some of the best. And you know all the statistics about people that already have a relationship are going to spend more, they're easy to acquire. I would focus on those people first.

Andrew: Right. And this is being done by bigger, more experienced companies. Who's this? What are we seeing here?

Derek: Yeah. So this is actually pretty cool, and this kind of relates to what you were talking about. Julep is a very, very large now e-commerce company that sells not only nail polish but a lot of different beauty products. They've kind of expanded, (?) from Navron [sp]. They do a lot of revenue, e-commerce revenue, and they have some actual retail locations, too. So they sent out an email. This was the email. Obviously, there's more stuff around it, but they sent out an email to their existing list.

And I think I have the statistic here. I don't think they said how many people they sent it out to. So they sent this email out to all their existing list, existing customers to (?) 33733. They had a really great offer which is 50 percent off your next nail color. At that point they didn't even have a fully enabled site, so what they did is they just put the coupon code in the text message and told them to go to your computer and type.

Andrew: A computer launch doesn't take much more. Actually now I'm looking on their Facebook page. It looks like they did it on their Facebook page and . . .

Derek: It's everywhere.

Andrew: And it kept getting people to type in Jewel there to your short code. Now I'm starting to recognize this. Any time I see your code, that's 33733, I'm going to know it's you.

Derek: And that's a shared shortcut. So those are very easy to figure out, but we own dozens of short codes for different clients. What's interesting is because they use their existing database to market to they got 5,000 people to opt-in. So 5,000 people opted in and texted Jewel to 33733 within the first 24 hours. And that was just from their first email blast. Since then they've done multiple email blasts because with a 18 or 13 percent open rate you're not going to get everybody to open that email. So they've continued to advertise it.

Andrew: Alright. And just because I didn't know them that well I'm bringing it up for myself and for others. This is their site. This is what they sell. Okay.

Derek: Yeah.

Andrew: Alright. On to the big board. So start with your own list but when you're ready advertise to new customers. You actually gave me that I will give the audience. This, this is your blog. What are we looking at here? I'm going to copy the URL right now to make sure that I give it to the audience.

Derek: Yeah. So this is 20 examples of websites advertising their text messaging campaigns. What is crazy is a lot of Fortune 1000, Fortune 500 companies are already using SMS. So it's a great kind of learning tool to look at what other companies are doing.

Andrew: Mm-hmm.

Derek: Our blog is definitely a good example of that. We throw a lot of case studies and examples up there. You can scroll through and just get really good ideas of how some people are actually laying it out in the forum. Some people are doing it like Jewel did, like text it in. Some people have it very, very small. Maybe that's not the best. Some people it's part of a huge registration process. Some it's part of their loyalty program, but you'll notice Bed, Bath & Beyond, Guess, K-Mart. . . These big companies are putting a lot of money, Victoria's Secret, into (?).

Andrew: I'm sorry. I was stopping on Bed, Bath & Beyond because I couldn't see where they had it on their forum. Now I see it. Right above the submit button there's a box that says, "Bed, Bath & Beyond may deliver mobile offers and promotions via text messages in the future. Check the box if you'd like to receive then." So You're just showing me a bunch of different ways that people are getting new members of their mobile mailing list. This one's really cool.

Derek: I love the Jack in the Box one. They did a great job, and we have another blog post. At the bottom it's like a sliding footer at the bottom of the site. It says, "Want to get alerts for your email or your phone number, click this big button." Just super simple. I think a lot of those ones that you show they do have a lot of complexity. I would try to keep it as simple as possible because just getting that phone number is really valuable, including a lot of (?) in front of that. It makes it harder to get that phone number.

Andrew: You have to give me one example of somebody that's getting new people in, and I can even go online and find it to show the audience. What would it be, something that you want my audience of digital entrepreneurs?

Derek: I would say Jack in the Box. Sometimes they're AB testing, and sometimes they're not.

Andrew: You mean, on their website? So go to JackInTheBox.com?

Derek: Yeah. It should be there. JackInTheBox.com and then . . .

Andrew: I don't know why I typed it in the Google search instead of (?).

Derek: So there it is.

Andrew: Oh, I see what you mean, right on their website. This is it right here.

Derek: It's awesome, isn't it?

Andrew: Yeah. I don't know why I never noticed it before.

Derek: Trust me. One . . .

Andrew: Actually I do know why because I'm not on Jack in the Box.

Derek: You have to be on the Jack in the Box website. So at one. . .

Andrew: It's equal to email, at least on this page.

Derek: It, yeah, well it's first, you know, so for us that's a huge win.

Andrew: Okay. Alright. Are you working with Jack in the Box, by the way?

Derek: No, they're not a client of ours.

Andrew: Okay, I want to make sure that we're not just showing your clients here on the board.

Derek: Yeah, yeah.

Andrew: Great.

Derek: And you'll start to notice too, after this interview, walk through the mall, and whenever I'm traveling, I go and just walk through malls, you'll see 20 text message call to actions if you look around, obvious . . .

Andrew: You know, I never notice them. I have never in my life given a text message like that, my guess is my audience is like that too. I don't know their audiences, but they must have some people like me who don't even notice this, who just start to space out on it because they feel like texting a company is not for them.

For end users like me, it sounds like the best thing to do is not have a box that says text this key word to this short code, but have form that says what's your phone number, and I will give you something for it, right?

Derek: That's the best way for a web advertisement, just because I'm here with my, you know, keyboard in front of me, where I've been, me picking up my mobile phone and then kept looking at it, if feels kind of weird, depending on kind of how, you know, if you can integrate an API, and our APIs are very simple, and end loads to our competitors, so yeah, I would say most of the time it's a form.

You also have to think, too, a lot of those brands you're not interested in, you know, Victoria Secret, maybe Jack in the Box, you really just don't want to receive their text messages, no matter how well they advertise it. If you have a good content and someone is interested, someone is going to want to give you their phone number, just like I would to Mixergy, you know, I want to receive the things right away, and I want to watch on my phone, so it just has to be positioned right.

Andrew: All right, that's a fair point. All right, on to the big board again. This is something that I wanted us to talk about, which is picking the right frequency and timing. You know what, maybe we say what content goes in for the next big point, because I see that you're already, you're going to be talking about some of what I want to address here. Well, let's start with frequency and timing. I don't have a perfect visual here, my sense is based on the notes that you prepared for this

session that it depends on the company? For me it will be different than for you?

Derek: Exactly, depends on the company, depends on the content, depends on who you're targeting, so even that Jack in the Box example, the SB1, they might because, maybe that's the Seattle location, you know, and it rains all the time here, so people eat more Jack in the Box, I don't know that, but, you know . . .

Andrew: Right.

Derek: . . . they'll send four messages a week, where a California location will send three messages a week. And it really depends on the frequency of the dining. I think for your customers, you know, I am your customer, and you would be your customer, so you've got to really look at, like, where is the threshold of being annoying, and actually adding value? So I can span a couple different examples, all the way from, like, car dealership to kind of e-commerce or content company.

So car dealerships, you know, let's talk about buying a new car. Buying a new car happens every, like, two years, maybe, so sending a text message every week about buying a new car is going to get very, very frustrating. So buying a new car is more six months, you know, maybe even every year. Now maybe oil changes and maintenance and tire rotation, maybe once a month, maybe every quarter, and you know your business obviously, so you kind of figure out, I like haircuts is a good example, if an average person gets a haircut perhaps, let's say, every month, send it every three weeks to get them in there a little sooner.

And when you look at the numbers, let's say I get a haircut every month, and within a year that's 12 haircuts, 12, you know, times $10 a haircut, you know, it's $120 of revenue, if I can scoot that up to three, every three weeks I get a haircut, because I get this awesome text message discount that kinds of remind me I got to get a haircut, a little sooner than average, you're now talking about, you know, more haircuts which equals more revenue. So really looking at numbers in your business, and how that frequency can impact it really helps. So . . .

Andrew: (?) haircuts, I used to have a buzz cut like yours, I kind of (?) it, my hair just, such a pain to deal with, and now I have a beard, I don't have to be noticed, but it's getting long, and it's fairly new, so I was playing with it earlier, I could use an iOS text message, but a text message at least to buzz again. Isn't it convenient to do it that way?

Derek: I used to have long hair like you, and, you know, being an entrepreneur, I can't focus much time on my hair, so it's like . . .

Andrew: It's so convenient.

Derek: Number two all the way around, and it takes like 10 minutes of my (?), so.

Andrew: Yes, and I used to love when I go number one, which is really short, because . . .

Derek: Yep.

Andrew: . . . then in a few weeks I can go without having to touch it up.

Derek: Exactly, exactly.

Andrew: What happens if I have an audience of people who are all over the map? All over the globe?

Derek: Yeah.

Andrew: So some are in this time zone, and some are in the exact opposite. If I hit people in what's a comfortable time in the US, it might be uncomfortable for China or for Australia.

Derek: Yeah, so this is kind of a new feature we're launching, actually. We take ... now, so SMS ... most SMS companies will only deal with US and Canada, just because the laws outside the US and Canada and the carrier relations are very, very hard to deal with. So most SMS companies are just going to be a couple countries. There are some companies that do, you know, across the entire world. But the SMS fees get really expensive when you go to, like, Australia. They're, like, five times the cost.

So a lot of people don't do SMS over there. So all of my advice is really centered around kind of the US and Canada, and maybe UK. In regards to kind of having all these different people, there's a couple different things that you can do. So one example is like you were saying, like time zones. You know, let's say I want to send something out at 7:00 a.m., but if I send it out 7:00 a.m. here, you know, in, you know, New York ...

Andrew: Pacific Time, it's going to be way too early for people in New York.

Derek: Exactly. So our system will take whether ... let's say you submitted a zip code into our system for that subscriber. Some people collect extra info, like a birthday or a zip code or a name. We'll take that, we'll put a time zone onto that, and then similar to kind of like what Mail Chimp does with their time warp feature, we will send out, based on that person's time zone, across their entire campaign. So 7:00 a.m. across all the different time zones.

You know, I don't know very many SMS providers that do that, but I think it does help, because, you know, especially if you're looking at hitting people at lunch, or breakfast, or maybe even at the best time to see your content. You know, 3:00 p.m. is not 6:00 p.m. in terms of the best use of content, you know, East Coast and West Coast.

Now, that's one side. The other side is let's say you just have a really varied audience. Well, then you can use what we call segmenting. So a lot of, like, news sites. If you go to any news site, and you type in your phone number and sign up for their text message alerts, you're not just going to get every text message alert, from horoscopes, classified, you know, emergency breaking news. You're going to select by maybe a drop-down or maybe check boxes -- that's usually the most

popular -- which alerts you want to receive.

Andrew: I see. Okay.

Derek: So, you know, that's a good way, too, if you're kind of like, "Oh, gosh, breaking news happens all the time, but weather, I don't want to receive it the same frequency."

Andrew: I just want to know if there's any problem with BART or transportation in San Francisco. Alert me to that. But if it's going on in the New York subway system, I have no interest. That's what you mean.

Derek: Exactly.

Andrew: Hey, before we go on to the next point, what is a Tatango? Where did you come up with your company name? What is this?

Derek: Yeah, so, yeah, it's kind of a ...

Andrew: I'm looking at the pricing. Maybe that's not the right place to ask.

Derek: No, no, no, that's cool. And our pricing is very different than a lot of companies, and I can explain that really quickly. I think there's been a big shift with companies like Twillio and stuff coming to the market. So Tatango ... we originally called ourself NetworkText, which is all one word. This was 2007. There wasn't really any blog post about, like, naming a good company.

Andrew: Mm-hmm.

Derek: We started going into voice calling. We started doing a little social media Push-type stuff to Facebook. And NetworkText really kind of pigeonholed ourself into just doing text messaging.

Andrew: I see.

Derek: So at that point, we locked ourselves in a conference room. And I think the guy that came up with it, his name's Andrew, he works at Maw's now. He's the Director of Business Development over there. We were just kind of coming up with names, and he said, "How about, like, Tango?" And I think that was taken, you know, by a squatter. And then we just said, "Tatango?" And it was available. And we were there for, like, six hours, so everybody was like, "Let's vote on it."

We did a vote around really quickly, and everybody's like, "Yup, that's the name. We don't want to discuss this anymore." Bought the domain. And that was interesting. Once we bought the domain, we could do anything with that. We could operate a dump truck company if we wanted.

Andrew: I see. It does ... when you have a name that doesn't mean anything, it's not in the dictionary, you can superimpose whatever you do onto it. Whatever message you have.

Derek: It's funny, because we went and we pulled away from doing voice calling and all these other things, and we said, the last four years, it's just been text messaging. So, you know, whatever. But I like Tatango much better.

Andrew: Right. Cool. Fair enough. Onto the big board. Let's talk about the must-have elements of a text. So here is the before and after.

Derek: Yep.

Andrew: Talk to me about what the difference is and why that's so important.

Derek: Yeah. Yeah. This is ... this goes to more, like, you're trying to drive somebody to a website. You're trying to drive somebody to a location. Kind of like couponing or promotions. Obviously the content ... let me start there, because I know a lot of your viewers are, you know, content people. With the content, it has to be ... you only get 160 characters, so you have to put something in there that is very, very attractive, and then you have to put the link in there.

And a lot of people mess this up. Like, TMZ, they do this every day, they mess this up. It's very frustrating. I've told them not to do this. They're not a client of ours. They put, you know, "Hey, Kanye West did something crazy again. Click here to see what he did." And they just put TMZ.com.

Andrew: Oh, I see. Instead of linking me to the article itself so that I can see what Kanye West did. I need to see it directly.

Derek: Exactly. Now ...

Andrew: I don't have time to research Kanye West.

Derek: I know. It makes no sense. Now, the only thing I can see why it makes a little bit of sense ... obviously for advertising, because they would ... you go to the main page and get an ad, and then you click through, you get another ad. Also, text messages are opened within three minutes, so maybe the Kanye story's going to be at the top of the page, so it might be kind of easy to find. But from just a user experience, that just sucks, you know? And also, they can't track it. So they can't tell that the Kanye message that mentioned Kim ...

I'm kind of embarrassing myself, but that mentioned Kim Kardashian in the text messages with Kanye gets a 50 percent more click through rate than the one that just mentioned Kanye. So now you can start doing AB testing, as long as the link is ... you're tracking the link. You can use, like, bit.ly, or your own link shortener to kind of put it in there and track that information.

Andrew: I see. All right. So back to this.

Derek: Yeah. So let's talk about ...

Andrew: What have we got here?

Derek: Couponing ...

Andrew: I know this is different from what our people are going to be doing, but let's understand what's going on with this one and then we'll bring it back to us.

Derek: So the first thing you want to do is you want to ... and I'll kind of go before and after and kind of explain. First thing you want to do is you want to identify the campaign. And this goes for your audience, too. If you just put out something that says, you know, just a tip, and you're like, "Whoa, who sent me that tip?" you know, it can become very frustrating or confusing. People will opt out.

Andrew: Actually, this is what you gave me before we started. Maybe this is a better thing to look at. This is just a text message. A text box on my screen. So you want us to identify the campaign.

Derek: Yeah.

Andrew: I'll underline it so we can see it.

Derek: Yeah. So identify the campaign. So obviously that's the first thing. Now, that could be a link to your website. That could just be, "Hey, guys, this is, you know, Andrew from Mixergy. Here's my ... " Whatever it is. You've just got to make sure people know who it's coming from.

Andrew: Okay.

Derek: The question with a shared short code, a lot of people don't realize that SMS is threaded. So if Julep is operating on the same short code as Mixergy, your guys' messages will really be kind of stacked.

Andrew: Ooh, I hadn't thought of that. Okay.

Derek: So it is kind of confusing sometimes when I get a message from Julep and it says, "Julep," and it says, "Here's your discount," and then I get a message from maybe a non-profit or a ... and they're saying something weird, and I'm like, "Who the heck is this? Is this Julep?" And some people get confused about that. So always make sure you identify who is sending the message.

Andrew: Okay. All right. So again, I just have a text editor up on the screen. So that's the first thing. Identify the campaign.

Derek: Yep.

Andrew: Next thing you're suggesting to do is to have an expiration date.

Derek: Yep. Include an expiration date. This is key because it expresses the urgency in the deal.

Andrew: Mm-hmm.

Derek: Remember, text messages can get lost pretty quickly, so if there's an expiration date of a year out, well, you know, that text message is way, way, way, way down the page on my phone, and I forget about it. So text messages, because they're opened within three minutes, make that expiration date no more than, like, a day or two. Julep, I think they do it for less than, like, 12 hours, because they're like, look, we only have a certain window, and other people are going to text message them. That text message will get lost.

Andrew: Okay. Alright. That makes sense. If you don't ... if I'm not responding to a text message within a day, I'm done.

Derek: Yep. And even for the content people, you know, it depends on kind of how, you know, developer-friendly you are. But, you know, you could do something where this video will only be available for two hours the minute you click on this link. Sometimes if you can't do that, you can't build that yourself, you can just say that in the text message, and people ... it'll just increase the urgency. Increase them clicking on it at that point.

Andrew: Okay. This next point doesn't necessarily apply to our people, but you want the audience to still be aware of it. You like the ... if it's in person, you want the message to say, "Show this text message ... "

Derek: So this concept applies, I think, to your readers. Well, what I'm trying to say with "show this text" is you have to be able to track it. So "Show This Text" is a great way if you are a retail store because somebody is showing the cash register the text message and then [??] that that text purchase was because of the text message.

Now, some people even go more and put unique coupon codes within the text message so they can track it on a more [??] level. But it goes back to what we talked about with TMZ. TMZ, they don't put a bit.ly in their trackable link. So, you just can track it. So, then, you can't justify our pricing if you can't track it.

Andrew: So, here's the before and after that we talked about earlier. On the left, it says, "Buy one 10 inch gourmet pizza at regular price, get another one half off." That's the before. Would you rather they'd say is, "Show this text message at New York Pizza to get half off a 10 inch gourmet pizza with purchase of any other one at regular price?" And there's the expiration, "Expires 7/27."

Derek: Exactly...

Andrew: [SS] ...Alright. So, one last item on your list. Again, I'm going....

Derek: [SS] ...Yes....

Andrew: ...to go back to the text.

Derek: [SS]...And I have it on my screen here. "Include This Text Message" also, or "Show This Text Message," it really helps explain to the consumer this is an

exclusive to text message subscribers.

Andrew: Okay.

Derek: One of the worst things you can do is because the phone number is so valuable, you don't want to devalue it by giving everyone in the world the same deal if they didn't give you their phone number. So, I think it's Dollar General Stores, I wrote a blog post about it. They send out the same deal on Facebook, they put it on their website, just the front page of their website, on Twitter and they send it to their SMS subscribers.

What's the value, now, of me giving you their/my phone number when I could just go to their website and just see the deal? So, "Show This Text Message" really puts into consumer's mind that you, because you gave the phone number, are the only one that is receiving this deal and you are special.

Andrew: There's the article you wrote. I'll bring it up on the screen. "How To Make Dollar General's Text Promotions Better."

Derek: Yep and I think I go through all these places they put promotions and it doesn't really make me feel all that special. You know? And the phone number, you have to remember, nowadays the phone number is 100 times more personal than an email address. People give out email addresses all the time now. But the phone number. I only have one phone number and I don't want to switch phone numbers...

Andrew: [SS]...You're right. I have an email address for junk mail. I have one for urgent mail. I have one for purchases. I don't have that many phone numbers.

Derek: Yeah. Exactly. So, I don't even think we have this on our list but you have to treat that phone number with respect. You cannot sell it to other people. You can't spam them. It has to be valuable content. So, realize that phone number is extremely valuable when you do collect it and as you maintain that relationship with the customer. The [??] start with the deal. This is just marketing 101.

Anybody that builds land [SP] pages will kind of realize what I'm talking about. I think in that example that I have, if you look at any McDonald's ad, it's always, "Get 20% off" and then the qualifications are below. You got to hook them. Especially the text messenger because a lot of phones will show the first couple of lines in a text. You don't want to say, "Buy a burger" and that's what they see. You want to see, "Get a free burger."...

Andrew: [SS]...Oh. I see. You're right. Because this text message starts off with, "Get half off 10 inch gourmet pizza with purchase of another" could have started with, "Purchase pizza and get half off the next." Right? That is marketing 101 but I can see overlooking that.

Derek: Exactly. And especially where you have 160 characters and maybe the first 30 to 60 characters may be displayed first on the phone first depending on what operating system you're on. But all those kind of things, especially when you have 100s of 1000s or even a million subscribers, those things can influence open rates

and redemption rates significantly.

Andrew: Alright. Here's a more basic question. What do we send out via text message? What are some examples of reasons that companies email their audiences that don't involve freebie discounts? What other reasons could we have?

Derek: Yes, so you have, I say, breaking content. And there's the news content which is very, people just want to be in the know. People want to be first to receive content. So, kinda like with your video, sometimes I get kinda behind because I don't see the emails. I want to be the first one that knows if somebody's on then I'm the first one to see it because I'm getting it right on my mobile phone.

Andrew: Okay, so, advanced notice of what's coming up.

Derek: Yeah, exactly. And, the fact that people are always mobile. You know, it is kind of a different way. I'm not on the bus, but let's say I was on the bus every day driving to work or going to work. How great would that be if kind of the commute I could watch something.

So, maybe it's a different medium that you're pushing them to, or a different mindset that you're communicating to them. Now, you can send content. You could send stuff like, hey fill out a survey, watch this video, or even download this app. You can really do anything. You've got 160 characters. So, think of it kind of like Twitter, what you send via Twitter, very similar.

Andrew: It's like it almost needs to be even more special than Twitter.

Derek: It needs to be more special than Twitter, but a lot of the concepts of what kind of stuff you send can be applied.

Andrew: How about this. I'm looking again at this before and after. I don't see a way to unsubscribe. If I'm irritating people, how are they unsubscribing? I say that because it's good for them to unsubscribe, but it's also good for me to see, based on unsubscribe counts, what's not hitting the mark.

Derek: Exactly. This is not a real text message. Not the telephone consumer protection act. They're a little more vague about it. The CTIA which regulates our industry says now, this is a newer law within the last year or so, that there must be a call to action to unsubscribe from the text message on a broadcast base. So, if you look at any of our text messages from Julep or any of our clients, Seattle Sun Tan, marine e-commerce companies, or even content companies, at the bottom it will always say, to opt out reply stop. It's like how Mail Chimp auto puts in, click here to unsubscribe.

We put that at the bottom, so if anybody replies stop they are automatically removed from the campaign. We take that very, very seriously, because obviously if you have an error or something that's extremely bad we take like 12 different - like stop, unsubscribe, cancel, quit. We do all of those. Those are very standard.

Then, we use mechanical turk so that if somebody text messages back and says, I don't want to receive these any more, and somebody has said that over the last five years, he'll be removed, too. Because our mechanical turk system will catch that because somebody else has said that.

Andrew: So, you have a real human being look at every response that people text in?

Derek: Yes, exactly.

Andrew: I see. I'm imagining that if you have common responses like thank you, that doesn't go to mechanical turk. But, anything you haven't seen before and don't know how to act on goes to a real human being.

Derek: We've kind of set up a mechanical turk where we put a lot of negative words into the mechanical turk. Thank you will be like white, so it's very easy to scan all the responses. Things like a swear word, don't, stop, or anything like that will be red. So, it's very easy to go through these...

Andrew: ...I see...

Derek: ...You bring up a good point, too. People can respond to these text messages, and they can respond positively. Let's say you send out a text message saying, hey Derek Johnson was talking about SMS, click on the video, when you're done reply back and let me know one through five whether you liked it. Then, within the Tatango system, you'll see all the responses.

Andrew: Got you, alright. That's cool. So, I can see if people say, hey Andrew I do like the beard, Andrew keep playing with the beard, whatever it is. I get that, and that's kind of an interaction...

Derek: ...And people...What's crazy, too, is SMS, because it is so intrusive, people will quickly tell you on social media or via text messages in response if you're sending too many, or that deal wasn't valuable enough. They're very vocal about it. Definitely listen to your community.

Andrew: Okay, alright. The last big point is to track our results. How do we track when we're talking about text messages?

Derek: Yeah. Let's kind of go content first. I think the easiest way is via link. So, a shorter link with Bitly or your own shortener. Use a different link for each individual text message. And you'll be able to now see with Google Analytics link tracking, okay, that text message got way more hits and they stayed longer, less bounce rate in terms of web page or content. So, that's very easy...

Andrew: ...I see...

Derek: ...You get more into e-commerce. Most e-commerce, if they're a mobile enabled site or mobile responsive maybe, you first track the link. Then you track the entire goal flow down to the e-commerce purchase. That really gets interesting,

because now you know exactly how much each phone number is in terms of the value of revenue it brings to your company.

So e-commerce is awesome. If there are any e-commerce companies out there, contact me. I love working with them, because the numbers make sense. And I can justify why you are going to pay X, when you are going to make 10X, those I like.

Andrew: And do they keep track of that, I guess they keep track of it the way they would from anywhere else. Because the initial URL, has a tracking code on it, and then from that you can figure out where traffic is coming from.

Derek: Yes, usually just a slug and most of them use like Google Analytics, KISSmetrics, whatever you are using, and it's the exact same on a mobile phone, is really is. And it is really cool too, to see, when you look in your Google Analytics, or phone types people are using? What browsers do they have on their phone? Gives you some insight into who your customers are, and what they are using. It gets a lot harder when you talk about real world. You know, stores, retail stores, you can even do nightclubs, you know, entertainment places, venues, stuff like that.

Most of their Point of Sales systems are kind of, -unless you are using new Ipad systems, It's very hard to track. So a lot of them will just put one coupon code in, and one SMS broadcast, and they will say, OK, we've got, 50 people redeemed this promotion. It gets way more interesting when your Point of Sale becomes a lot smarter, or maybe you click through to a QR Code and you scan that QR Code, and then now you can start telling how much revenue they are generating.

We have some clients who do that, they will use a Point of Sale system, and they will spit out 30 thousand coupon codes, and they will put them into each individual message. So when I send a message to 20 thousand people each individual message will have a different unique code.

Andrew: There would be 20 thousand tracking codes?

Derek: Exactly.

Andrew: That seems a little excessive for us, especially if we are talking, if someone is watching this, they are just getting started. What we can take away from this, is whatever tracking we might use online, whatever system our software already allows for. It is going to create, or allow us to create, a URL that is unique to this campaign, use that, but shorten it.

Derek: And I think, for content, people use, -and this is how people use it in the real world. Let's say that you are going to give 50 percent off Mixergy Premium, for the next year, if you sign up to receive text messages, well if you put just a reg, -just one coupon code in there, well, that coupons going to go to Facebook pretty quickly, and go Twitter and be emailed, to...

Andrew: Oh, I see, I see.

Derek: Now if you put a unique one in there and most infusion software, most

online platforms can spit out these unique coupon codes, then it can only be used once. So, like Toolio, they put in individual unique coupon codes because 50 percent off of, you know, nail polish, is a lot of money for them, so they do not want it to spread it to everyone.

Andrew: Alright, if we want to start off, what would it cost?

Derek: So, and this is kind of the crazy part, SMS has gone through a lot of evaluation. Especially with companies like, Toolia that have kind of came into the market and just disrupted a lot of SMS. And a lot of, I think your viewers too would be kind of interested, between the difference like, Toolio and us. I kind of look at it as, that a lot of your viewers, know Mail Chimp obviously, Mail Chimp is like Tango, we provide the analytics, the software, and more marketing tool so marketers can log in and just create everything.

Andrew: So Toolio is more like Sendgrid?

Derek: Sendgrid or MailCheck actually, you know, it is, you have to build it all myself, and I would never encourage anyone, to build their own SMS platform. You spend almost, I'd say a million dollars building a platform the last seven years. You know, sending a hundred messages per second. This takes a lot of development power, it is just not worth it, it is kind of like why would you build your own email marketing platform, when you have MailCheck right there.

Andrew: Okay.

Derek: So that is the difference, but it has kind of brought to the forefront that SMS has become kind of a commodity, what really people are paying for is the service, and the platform.

Andrew: It is really pretty expensive, I can get started I think with AWebber for a buck.

Derek: On your email?

Andrew: Yes, I mean frankly that is just a, it might be a teaser rate, because how much can you do for that buck. But, it is expensive to send out text messages, right?

Derek: It is, and most of our competitors, I think, all of them right now, and I think it will be changing over the next couple years. Most of them are charging anywhere from like, five cents per text message, but you have to buy 20 thousand text messages right up front, and they do not usually roll over.

It is very complicated, so we switched, maybe six months ago, we said, look, because of what Toolio is doing, it mad SMS a commodity pretty much. We said, you are paying for the platform, so our platform fee starts at, -and we mainly deal with kind of new market enterprise companies. Our platform fee starts at 499 dollars, and goes up to like 10 thousand, depending upon what services you need.

Andrew: I saw that earlier.

Derek: Yes, like we saw and then on top of that, you paid pretty much Twilio pricing for that. Because that has become a commodity. So on top of the platform fee you just pay a cent per text message.

Andrew: Oh I see. So all this plus a price per?

Derek: Yep. And you don't have to buy text messages, you don't have to pre buy them. It's just a cent per text message. And you only pay for outbound, you don't pay for inbound text messages.

Andrew: Alright, fair enough. By the way, a few times in our conversation, where is that, ah it's not coming up right now, is a ding dong sound that came up. I'm usually good at getting rid of all the stray sound effects. But the ding dong sound was, I guess Alex at your company who pops up a chat box. And I thought, "There he is. Alex I see you the whole day here." But it's just live chat, and that's what that is. Alright, the website is complete with Alex's smiling face and ability to chat with him. It's Tatango. Derek, thank you so much for doing this session with us.

Derek: Yeah, no problem. And if anybody has any questions to my email is derek@tatango.com. You can text message me at 206-334-4012.

Andrew: That's going to go straight to the phone that you have right now?

Derek: Yeah, yeah. Well I only have one phone, so...

Andrew: Why did I turn my phone off in preparation? I always like to send stuff when people are there.

Derek: I only have one phone and I get really great questions. Some people, people really like communicating through text message rather than calling me. So, I give that out. I'm on Facebook, I'm on Twitter. Our blog is a really great resource if you're interested. But seriously, just hit up the website and one of our sales guys will be on there, and most of them have five plus years of experience in the industry. So, we can definitely help any kind of business.

Andrew: Alright, I'm glad to have you on here. I want to make the bigger point that this is possible with other companies too. You can roll your own using Twilio or any number of other services. Derek is here to talk about his company. But we're both here also to talk about the big idea beyond this. That there's something here with text messages.

We have seen it, but we haven't maybe like me, you haven't paid as much attention to it as you have to those old email boxes on lots of sites. And maybe even those QR codes you might have seen on ads. But with them, this has been out there, marketers are using it, and I wanted to learn how they were using it, and I wanted to show it to you.

And my hope is if you do use it, that you will contact me or Derek, let us know what you use from this session, and how helpful it was. If you do, I'm looking forward to

hearing from you. Even if you don't, I'm looking forward to hearing from you. And it looks like Derek is too.

Thank you for being a part of this, and thank you, Derek, for leading us.

Derek: Yeah. Thanks, Andrew.

Andrew: You bet. Bye, everyone.