

The Definitive Guide to Business Texting



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What is Business Texting?



It's been a decade since Americans started [sending more text messages per month than they make phone calls](#). In that decade, text messaging has changed many aspects of our lives. We text friends when we're running late to a movie, we judge the success of new romances on the quality and quantity of texts exchanged, and we send family members photos over our newborns over text.

But, it's not just our personal lives that have been altered by this simple but powerful form of communication. Increasingly, businesses rely on the simplicity and convenience of text to help them get in touch with prospects more quickly, schedule meetings, move deals towards a close, and more.

And just as "business communication" is more powerful and complex than simply communicating for business, business texting is more than just texting for business. Here's what we talk about when we talk about business texting.

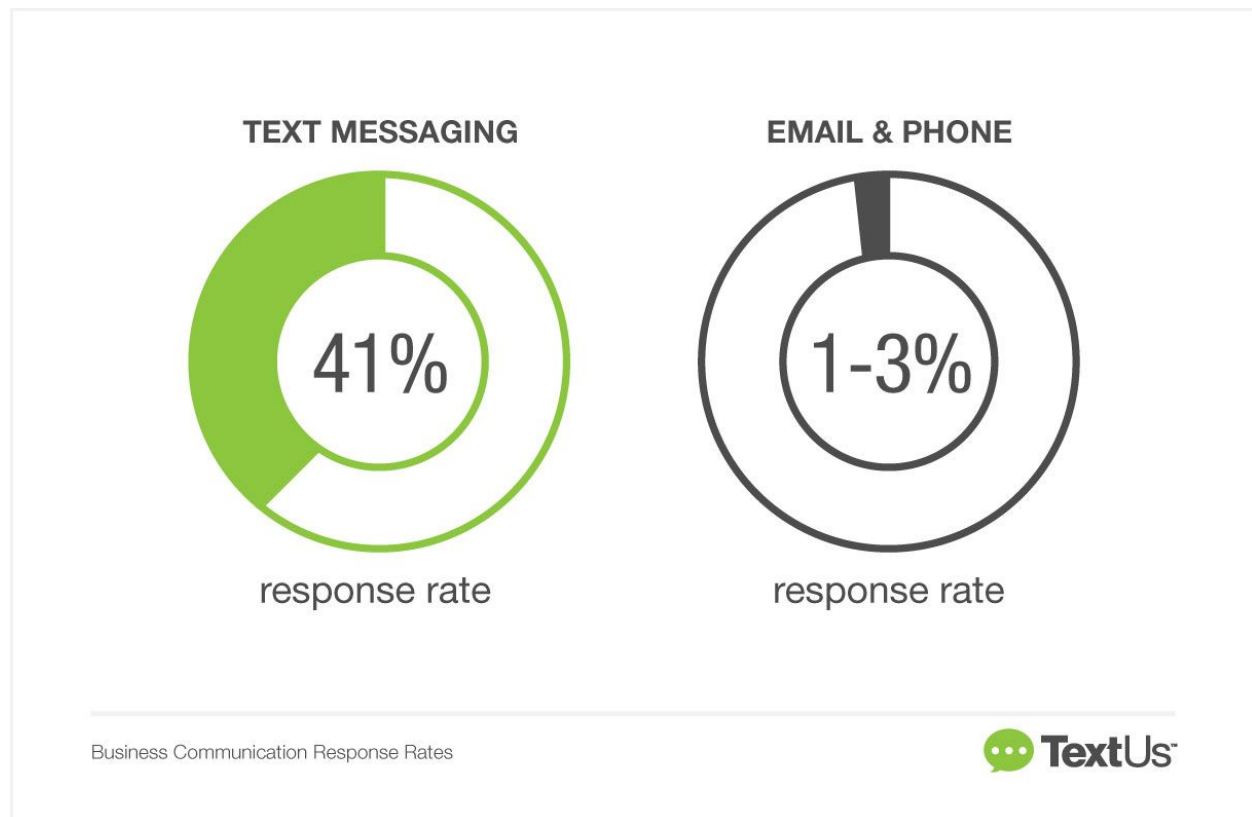
Business texting speeds connection. ⚡

In our increasingly distracted world, it can sometimes feel impossible to get people's attention. They scroll past your emails and delete your voicemails without listening to them. They block

your pop-up ads and ignore your Facebook bots. It's not that they aren't interested in what you have to say or wouldn't be if you could just get a second or two of their time -- it's that consumers have, by necessity in an information-drenched world, become message connoisseurs. You need a mode of communication that most people do not routinely ignore.

That's the beautiful part of texting. Because people receive texts from their friends, romantic interests, family members, and others near and dear to them, they pay attention to every text that crosses their screens.

So, business texting is a mode of connection with your professional contacts that they actually read and respond to. In fact, while voicemail and email both have a lowly [1-3% response rate](#), text messages maintain an impressive [35%-45% response rate](#).



Business texting is what your audience wants. 😁

What do those low response rates tell you about email and voicemail? People are overwhelmed with these forms of communication. In the same way your team doesn't want a meeting that could've been an email, many of your contacts don't want an email that could've been a text.

The more streamlined, responsive, and convenient you can make your professional outreach the more effective it is for you and the more respectful it is of your contacts' time. It's a win-win.

Business texting is human messaging. 🙌

A decade ago when text messaging overtook phone calls, the majority of those messages were sent back and forth between family and friends. Back then, "business texting" largely resembled mass text marketing -- those [robotic text messages from 5- or 6-digit numbers](#) that

offered you an unbelievable discount or once-in-a-lifetime trip or asked you to text in for info on a promo or contest.

Business texting today is unrecognizable from those spammy messages of a decade ago. Just as business emails have moved away from bland mass messages, business texting is all about [providing valuable, targeted, meaningful information](#) to your contacts.



Business texting is convenient. ➡️📱

Texting is unobtrusive. A phone call demands that your contacts stop everything for a period of time and pay attention to you. An email often requires the kind of lengthy response that also demands attention and concerted effort - on your timetable.

Text, on the other hand, fits handily into your contact's lives -- they can respond to your texts when they are waiting in line for coffee, have a 2-minute pause in a meeting, or are riding the elevator to their office.

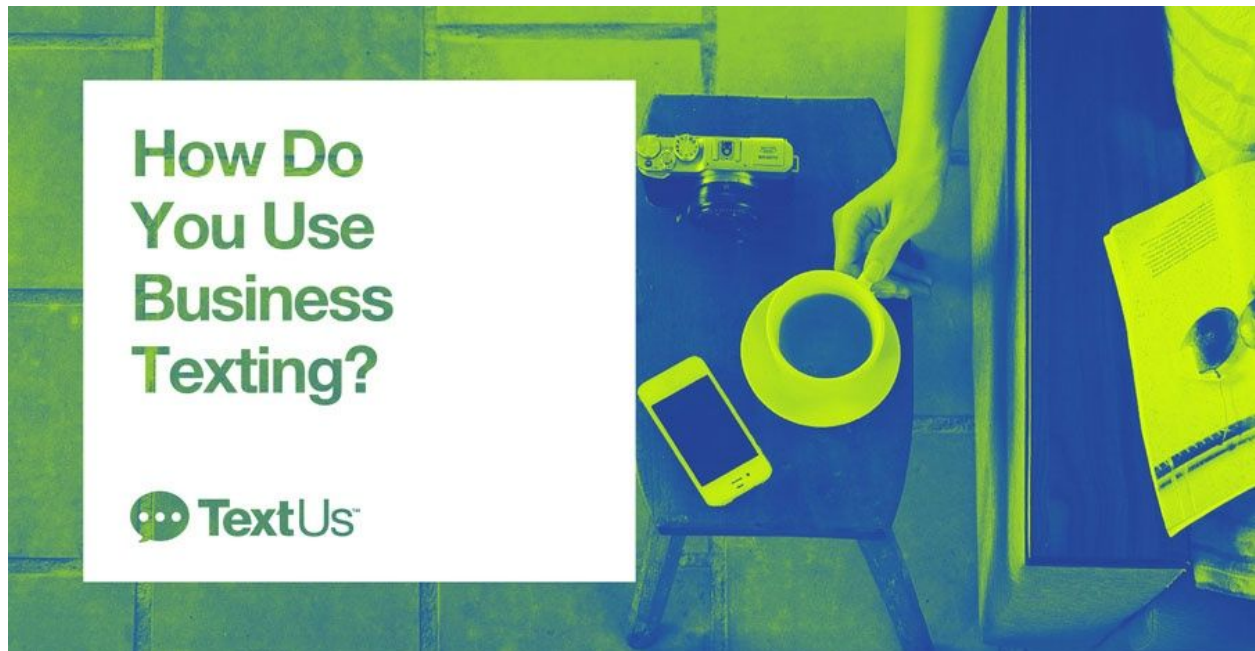
Business texting is part of a modern communication stack. 🖥️

Business texting also slots nicely into your existing communication strategy. It doesn't replace any other form of business communication; instead, it works with phone, email, and social media to make all your communication more effective.

Text can help you schedule a phone call at a time that is most convenient for a contact. It can also provide the kind of quick follow up that makes sure your email communication is more effective, so you can focus on the kind of substantive questions that are best suited for longer forms of communication.

In our next chapter, we discuss some practical ways to put business texting to work for you.

How Do You Use Business Texting?



Four decades ago, in 1977, [the first emails](#) were used by the Department of Defense to share information between people on the same network.

The emails of today would be unrecognizable to those early emailers. It's taken 40 years of innovation, creativity, and hard work, to bring us where we are: [2.5 million emails are sent every second](#); we send video, apps, and even money via email; and email is a requirement for virtually any business to thrive.

Text messaging only turns [25 this year](#), but it's gone through plenty of evolutions in use, too. Instead of tapping out messages slowly using T9 on alphanumeric keypads, we quickly craft messages with the full keyboards of our smartphones.

As text messaging continues to evolve, one of the biggest areas of innovation is in business texting. The value-driven, personalized texts of today are as different from the spammy mass marketing texts as a brick Nokia is from an iPhone X. Here is how you can use business texting as part of a cutting-edge communication strategy.

To send quick follow-ups 🙌

Quick follow-ups are what business texting is built for. Think of all the times in your professional life when you need just a simple *yes* or *no*, a number, a website, or any other small piece of information:

- A *yes* or *no* to go forward with a project or one aspect of a deal
- A cost estimate
- A referral's email address
- A timeframe on a joint venture
- A contact's availability

The list goes on and on. When you want just a bit of info, text messaging can be the difference between weeks of phone tag or “Just circling back to this” emails and a quick answer.

To schedule and confirm appointments 📅

How often have you emailed someone to set up an appointment -- a meeting to assess their interest in your services or an interview for a position in your company -- and experienced delays hearing back from them? Your calendar was held in limbo until you heard back from them, perhaps causing a domino effect of scheduling difficulties.

Text is great for getting your contacts on your calendar. You can eliminate the back and forth, speed scheduling, and even send along relevant info that's tailor-made for mobile, such as a map link to your location.

To send along valuable, mobile-friendly information ➡️📱

Part of what sets today's business texts apart from the mass marketers of yore is that they provide the opportunity to give contacts [meaningful, personalized information](#). Since the majority of your contacts will be reading your texts on smartphones, you can send along texts to articles, infographics, videos, podcasts, and other valuable resources that will show your audience you aim to delight.

You can take advantage of the mobile environment, too. Showcase your mobile resources -- from the design of your mobile website to useful apps.

To discover a good time to talk on the phone 🙌

Nowadays, it's not only difficult to get ahold of people on the phone, [some consider it downright rude to call out of the blue](#). You're much more likely to have a successful conversation with many contacts -- especially prospects -- by scheduling a phone call at a convenient time. You'll likely find that, though your cold calls fall flat, text-scheduled calls are more successful and lead to better rapport.


To nurture relationships with friendly messages 😊

Not every message you send needs to explicitly further a sale or put a meeting on the calendar. Business text is fantastic for the kind of simple, good-hearted, just-because messages that can really grow a fledgling relationship.

Fun fact: [the very first text message ever sent said “Merry Christmas.”](#) so take a cue from the medium’s history and send along holiday hellos, birthday greetings, congratulations on promotions, and other simple well-wishes. These kind words can go a long way in showing the human side of your company.

To keep internal teams connected 🗨️

Business texting isn’t just for reaching out to prospects and customers. It’s also another tool in your toolbox for building strong internal communication. Text is particularly well-suited for remote workers, [teams that span multiple time zones](#), and employees who are frequently away from the office. Text can be used to confirm attendance at team meetings and trainings, get quick task updates, arrange office happy hours, and more.



TEXTUS PRO TIP

Best Practices for Successful Group Broadcasts

[View Now](#)

To send Group Broadcasts 📢

The previous examples have focused primarily on one-to-one communication but one of the greatest values of business texting is the ability to send customized text messages to large groups of people without messages seeming formulaic or impersonal. Business texting platforms like TextUs allow you to [insert personalization tokens](#), such as First Name or Company, and reach out to up to 100 people at once. You can use Group Broadcasts for a lot of your outreach:

- To gauge interest in a new offer
- To announce a company change

- For emergency announcements to internal teams
- To offer a special deal or discount
- To send a targeted list of contacts specialized info, such as a state-based sale

In our next chapter, we dig into how to make sure your team adopts business texting so your organization can put all these practical tips to good use.

How to Get Your Team to Use Business Texting



We know texting works to get ahold of people faster -- here's how to coach your team to adopt it for business.

Things are changing more rapidly than ever before. Big news is breaking every few hours, what's trending on Twitter can change in seconds, and more and more new products are being released every day.

But, that doesn't mean that people are necessarily welcoming change. In fact, business leaders tend to [overestimate their employees' desire for change](#).

When about 45% of frontline professionals believe in maintaining the status quo, getting people to change the way things have always been done can be tricky.

Even if your team has been struggling to connect with contacts by phone and email, they may be hesitant to adopt text messaging into their outreach tactics. They may be committed to the status quo, they may be skeptical about its efficacy, or they may feel too busy to change things up. Whatever the reason, since [we know text messaging works to get ahold of people faster](#), it'll be worth the time and energy to coach your team to adopt it.

Here's how to get your team to use business texting.

Encourage your team to ask questions. 🧐 ♂

The first step to overcoming resistance to change is having a productive discussion. Encourage your team to ask questions they have about business texting.

Here are a few examples of some questions your team may have, with sample answers.

Q: Is text messaging an appropriate way to connect with professional contacts?

A: Though text is often viewed as a personal form of communication, that perception is changing. Just as instant messaging -- which was once used only for casual conversations -- has become a staple in many offices, contacts often *want* to be texted. Some surveys indicate as many as [78% of consumers would like businesses to have a text option](#).

Q: How do we start text exchanges with our contacts?

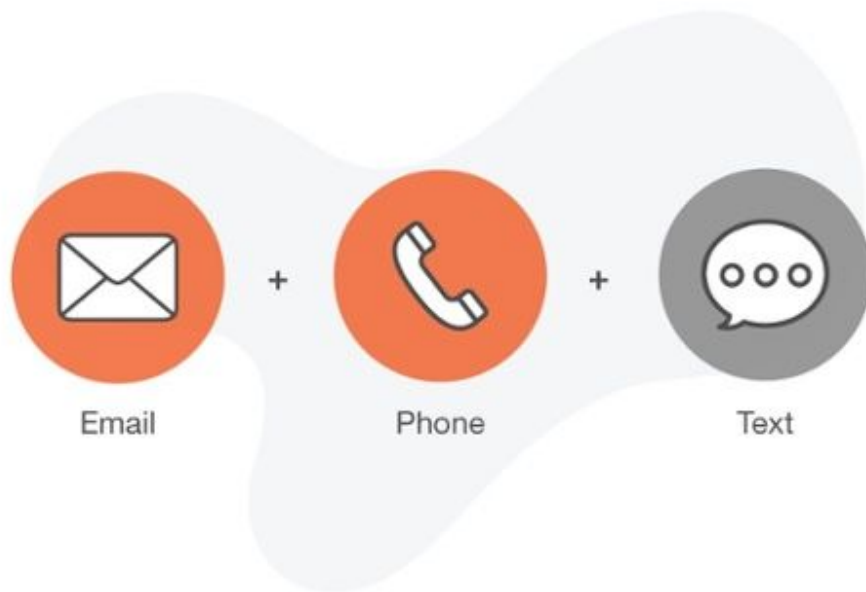
A: It's a great idea to check in with your contacts before you start texting them. When you chat with them on the phone or connect over email, let them know that text is another way to touch base, get questions answered quickly, and make plans.

Q: How do we translate our brand voice to business texting?

A: The brevity of text messages is part of what makes them so great for business. Though you may not be able to convey complex ideas like you can in email, you can convey a lot about your business through the way you communicate. Being friendly, casual, and natural in your messages will help keep contacts engaged with you -- and can encourage them to explore your website and other outreach materials that give them a deeper sense of who you are.

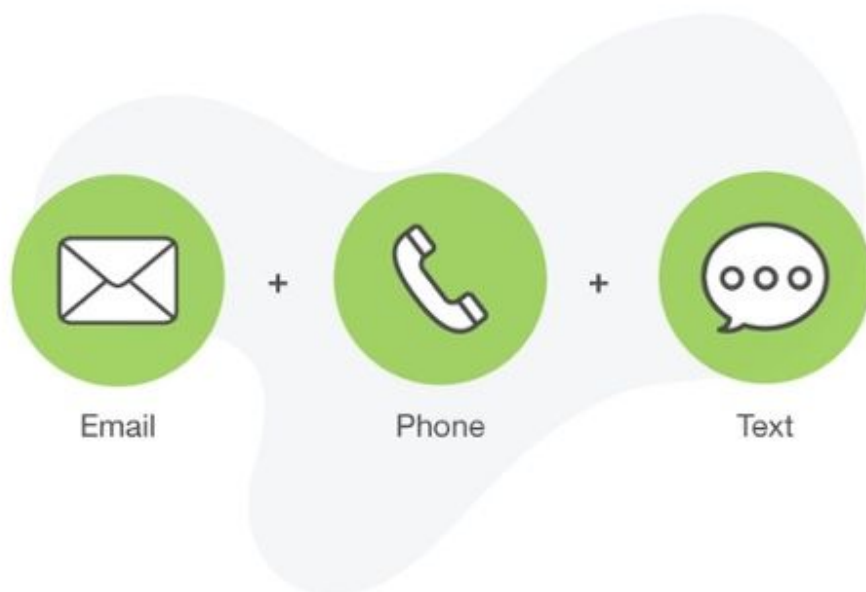
Create a texting strategy. ✓

Introducing change with a concrete plan will help get buy-in from your team. Show them how business texting will make their workdays easier by illustrating how it fits into your existing communication strategy. Here is an example:



Old lead nurturing protocol:

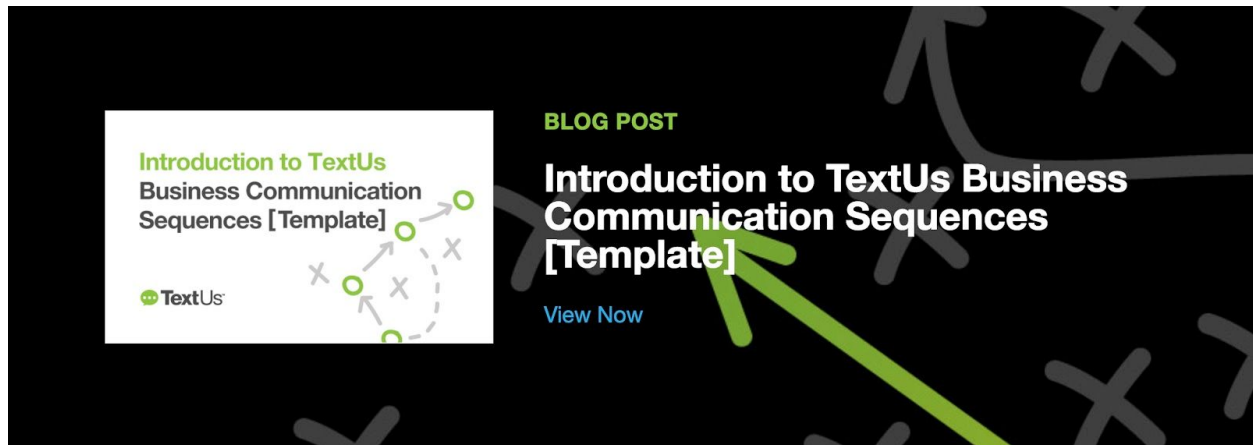
- Make a cold call and leave a voicemail if there isn't an answer.
- Enter the contact into an email workflow. Some of the emails in the workflow will ask if the prospect would like to set up a phone or in-person meeting.
- Follow up by calling back again. Leave another voicemail if there isn't an answer.



Text-enabled lead nurturing protocol:

- Make a cold call. If there is no answer, send a text message, asking the contact if there's a better time to have a quick phone meeting.
- Send two brief check-in texts.

- Enter the contact into an email workflow. Two emails will directly ask to set up a phone or in-person meeting. Two emails will suggest texting with a good time to meet in-person or over the phone.
- Follow up by calling back again. Send another text if there's no answer.



Establish goals.

Linking texting with your larger company goals will also help your team understand the tool's power.

For example, if you currently have outreach goals for phone and email, [track text touchpoints](#), too.

If you track response rates or deals closed by salesperson, introduce a similar metric that follows each person's efficacy by channel. Once your team experiences higher response rate over text, they'll want to funnel their energy into the most effective communication channel.

Offer an engaging conversation training.

As you can see, texting fits into your existing communication workflows and makes other forms of communication, like phone and email, more powerful.

To help your team see this big picture, consider a conversation training. This training can help your team be more intentional about the way they connect with prospects, clients, and each other, no matter what channel of communication they use.

Here are some guidelines for creating an [engaging training](#) on conversations:

- Root the training in your brand persona. How your team communicates is closely linked to your company's values. Let those tenets guide how you focus the training. For example, if your company values honesty and transparency, focus your conversation training on communication techniques that grow trust.
- Talk to your team about what strategies work for them and what areas need improvement.

- Consider interactive elements in your training, such as conversation role plays, collaborative text templates, and brainstorming of best practices.



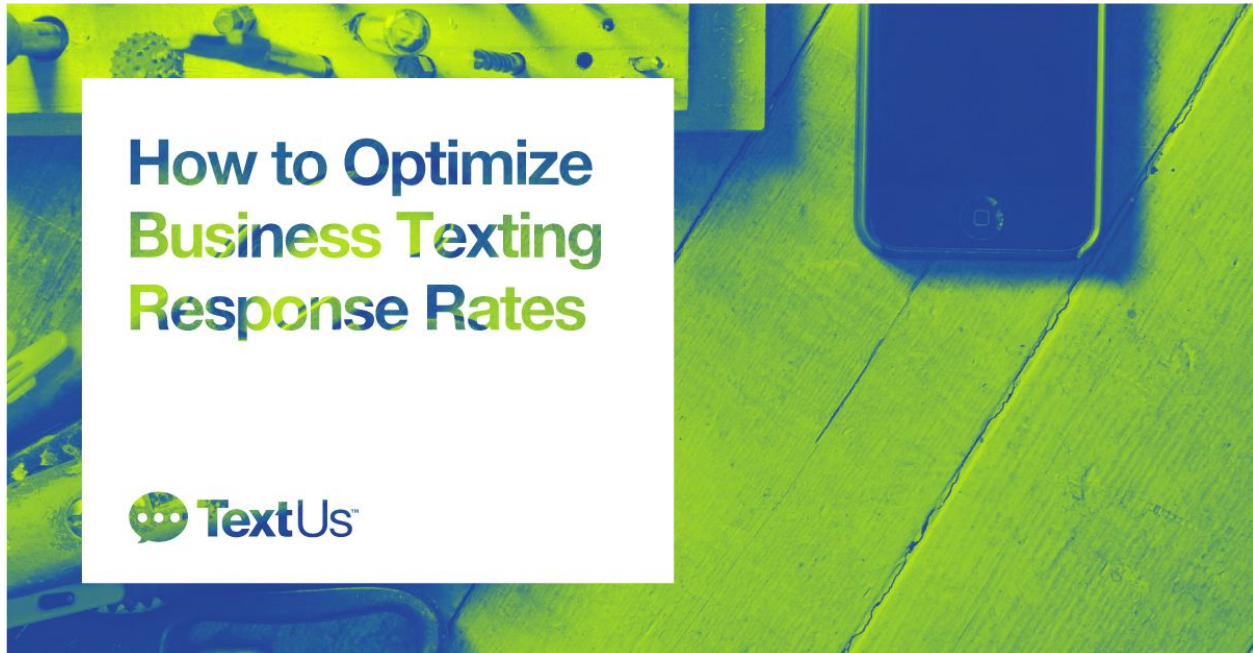
Make it easy and fun. 😁

Texting *is* fun and easy, and you don't need to lose that just because you're in a business setting.

- Urge your team to use the power of brevity -- it doesn't take long to create a great, effective text message.
- Encourage your team to [use emojis](#) in their messages.
- Remind your team that texting is friendly and casual. They don't need to be shy about including a little personality.

Once your team starts using business texting, the returns will be fun and easy to see, too. In our next chapter, we explore how to optimize those results.

How to Optimize Business Texting Response Rates



Now that you've gotten your team to use business texting, how do you help them get responses? Here are 7 actionable tips that you and your team can start implementing today to get optimal response rates.

1. Keep it short. 📌

Part of the power of texting is that the messages are brief. People check their text messages often because texts don't require a lot of thought or processing to respond to. Don't thwart their expectations by going on and on.

Each message should focus on:

- What value you can provide
- What you're asking

Too long

Hey Gigi, it's Andrew for CompleteHealth Staffing. I'm writing to tell you about some of the great travel nursing gigs we have available coming up next month. We have excellent gigs every month and have for the past 27 years. If you are looking for something in California, we have over 800 great positions. If you are looking in Wisconsin, we have 400 great positions. Of course, we want to make sure you are a Registered Nurse and have at least one year of experience before we start to chat. Could I call you tomorrow morning?

Brief and to-the-point

Hey Gigi, Noticed you're looking for a travel nursing position. Are you an RN w/ 1+ yrs of experience? -- Grant from CompleteHealth



BLOG POST

The ABCs of Getting Timely Responses from Prospects

[View Now](#)

2. Be casual and friendly. 😁

We don't live in a "Sincerely yours" era, we live in a "ttyl" era. Formality is as outmoded as fax machines. It will be especially off-putting on text, one of our most casual communication channels.

The messages that get the most responses are written at [a third-grade reading level](#). Like short messages, casual messages are easier for busy contacts to read and process. To get responses, make sure your text messages are casual and friendly as an emoji.

- **Go with a pleasant tone.** Saying hello, wishing contacts a good day, and otherwise keeping interactions light will help boost engagement.
- **Keep your vocab natural.** Don't use a fifty-cent word when a five-cent word will do.
- **Add some humor.** A good joke is a great icebreaker.
- [And speaking of emojis, don't be afraid of them!](#) They are [increasingly acceptable in business communication](#).

Note: messages still need to be appropriate. Don't let your team mistake casualness for no-holds-barred.

3. Stay specific. 🙌

Short and sweet doesn't mean substanceless. Before they message you back, your contacts need to understand what, exactly, you're offering and what you want them to do.

Not only that -- being specific shows your contacts that you've done your homework. The more specific a message is, the more they know you are addressing them personally, not just casting a wide net and hoping to catch anyone.

Too general

Hey, are you looking for a great tool to make your day better? Our webinar will tell you all about ThingBot -- should I sign you up?

Specific

Hey Shirley, we have a special webinar just for project coordinators like you on linking task management to organizational strategies - interested?

4. Stay timely. 🕒

Timing is everything in business communication. This is especially true with texting -- [most texts are read within three minutes of being received!](#)

When thinking about timing, you and your team should consider two things.

First, think about how likely a recipient is to pause and respond at a particular time and day of the week. This will vary depending on your contacts' industries and work hours.

While emails often get the best responses when they're sent in the [middle of the day](#), the best timing for text messages is a bit harder to pin down -- because [few people are ever very far from their phones](#). To find the best time to get your audience's attention, try a little experimentation:

- Before work, after work, and during lunch breaks are good times to test for audiences that have more traditional work hours.
- For shift workers, you may seize the opportunity to touch base with them at odd hours, such as later in the evening or very early in the morning when they may be coming on or off their shifts.
- Experiment with weekend texts for an executive audience. This may be a relatively quiet time when it's easier to get their attention.

Once you have settled on the day and time to send, think about how well your message or request fits into the bigger picture for your recipient.

- When you have a big trade show or conference coming up, send a message about connecting in-person a week or two before the event. Trying to get on someone's calendar during the hustle and bustle of an event can be an uphill battle.
- If you're looking to get a team demo set-up or to schedule a group training, skip the end of November and the last two weeks of December, when many are out of the office for the holidays.
- Consider ways you can use seasonality, viral topics, or other trends to make your message even more timely.

5. Focus on them. 🧡

When you're trying to get someone's attention in a crowded room, do you say your own name or do you say theirs? Right, it'd be absurd to yell your own name to get someone else's attention.

You and your prospects are in a crowded room together -- and everyone wants their attention. Sending a message that talks only about you and your company is a misstep. They are much more likely to give it to you if you say their name and say something that speaks to them directly about what they need.

To tell your contacts the right story about themselves, be sure you understand:

- What their challenges are
- What their purchasing power and constraints are
- Who the other relevant players in the decision are
- What kind of solutions have worked in the past

6. Ask *yes* or *no* questions. ✓

Dominic Small, TextUs's Director of Customer Success, recommends keeping messages simple, too.

Small says asking a straightforward *yes* or *no* question is an easy way to start engagement. It can also save your team some time -- if someone isn't currently open to an offer, a product, or another communication, your team can table outreach until a better time.

7. Use text to schedule more in-depth conversations.



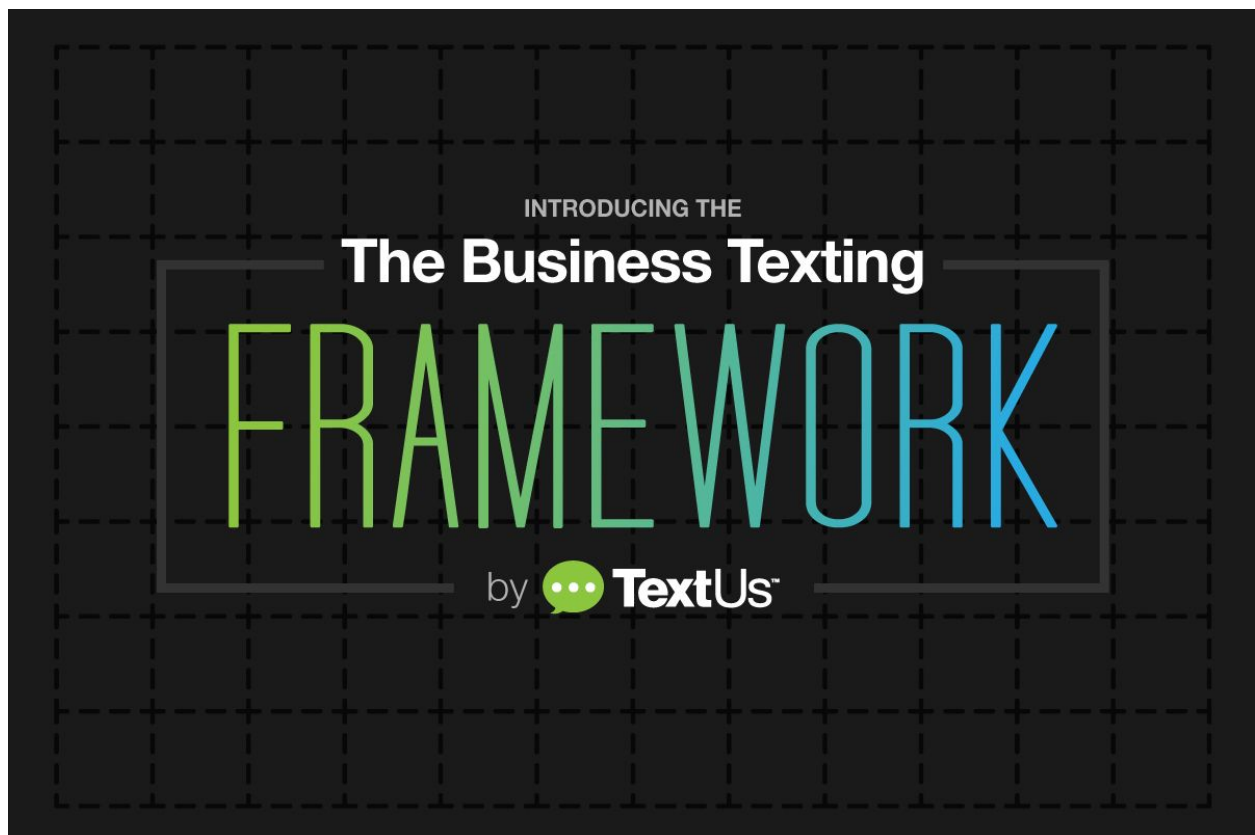
Cold calls and cold email outreach have become less and less effective. People are so inundated with emails they ignore most of what comes through their inboxes. And phone calls have become unwelcome intrusions in our message-centric world.

Texting is a great way to move to phone or email. When you text to ask to connect on the phone, your contacts are likely to respond *and* likely to move to a more substantial conversation with you.

Caleb English, COO of staffing firm The Right Solutions, agrees that a great way to get responses is to simply text to ask the best time to talk. “Texting doesn’t always facilitate an in-depth conversation,” says Caleb, “but [it does allow the opportunity to set a follow-up plan](#).” Once your team masters these skills, they’ll see improvements in responses and gain more opportunities.

In our next chapter, we’ll discuss how to put these tips together to create a business texting framework.

Introducing the Business Texting Framework



A New Communication Strategy for the Mobile World

In the past decade, we’ve entered a new frontier: the mobile world. People are on-the-go, constantly connected, and expect services on-demand.

But, many companies are operating as though it's still 2007, and the old-school way we've been trained to communicate for business is broken. Phone calls are ignored and emails go unanswered. So, why are you still relying on phone calls and emails alone to drive your business communication?

Texting is the missing communication tool you need to bring your business fully into the mobile world.

And we're not talking about the old-school short-code mass text messaging of 2007. This is a new approach to business texting, focused on creating quality relationships, starting meaningful conversations, and organically promoting customer engagement.

The Business Texting Framework boosts your inbound and outbound conversion rates by using conversational text messages at strategic points throughout your contacts' journey. This framework helps you elevate your use of text messaging to engage, qualify, connect, and nurture customers.

Here's how.

Your customer's journey 🚗

Before digging into how texting can fix what's broken about your communication strategy, it's important to take a look at how your customers interact with your business. No matter your company's size, industry, or target audience, your customer will have a journey with you that follows this path: **Engage > Qualify > Connect > Nurture**



1. You **engage** with your contact for the first time.
2. You **qualify** the contact and determine if there is a good fit.
3. You **connect** and close the deal.
4. You continue to **nurture** the relationship after your contact has become a customer.

At each stage of this journey, your contacts need something different from communication with you. Take these main factors into consideration when planning outreach throughout the journey:

- Type of information
- Tone of communication
- Channel of communication
- Frequency of contact
- The dangers of spamming
- The importance of timing

Type of information

The content of your messages is going to vary depending on where your contacts are in their journey.

For example, someone in the Engage stage will be drawn to information that provides value to help them overcome a challenge they are facing. A customer you recently closed will be more attracted to news about feature updates or a recent discount offer.

Tone of communication

The way you convey your information will also change throughout a prospect's journey. As you learn more about your contacts' personalities and preferences, you will likely grow more personal and specific in your messages.

Channel of communication

Most likely, you wouldn't send an email to accept a big job offer, and you wouldn't call to respond to a simple yes-no question sent over text.

Each channel of communication may be used throughout a prospect's life cycle, but the way you use phone, email, text, and social -- and the way they work together to improve how effective you are -- changes throughout each stage, too.

Frequency of contact

While you're establishing a relationship with a prospect, you want to contact them often enough to keep your service top of mind without being a nuisance or hurting trust. Later, you'll have less business need to reach out, but it's good to nurture your established customers so they don't feel forgotten.

The dangers of spamming

With the power and speed of mobile communication comes responsibility. No one likes to receive a spam phone call or email -- and the same is true with text. When you're sending a message right to someone's pocket, a misstep could damage your personal or brand reputation at any point throughout the customer's journey.

The Business Texting Code of Conduct:

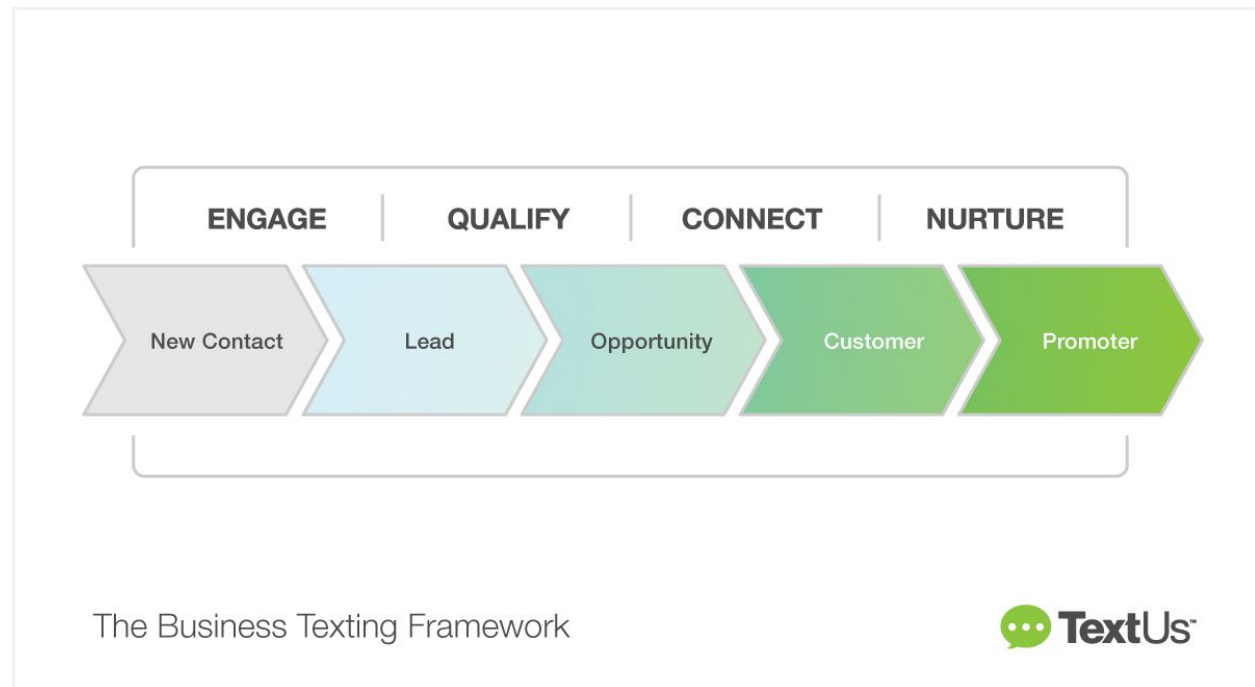
- Don't be a spammer
- Avoid repeated high-volume messages
- Stay aware of your contacts' needs
- Use personalization tools
- Avoid long messages
- Encourage a response
- Be human

The importance of sending the right message at the right time

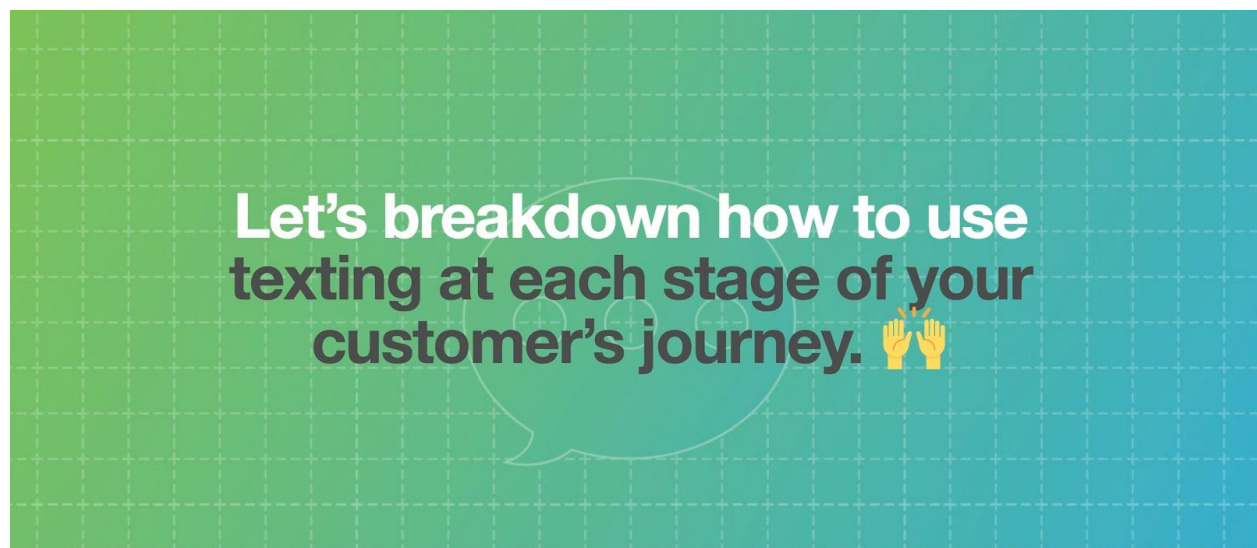
By sending the right text at the right time, your communication becomes relevant, not interruptive.

The key to getting a response is combining a timely text message, with a modern multi-channel communication approach throughout the customer's journey. Because text has such high open and response rates, it can boost engagement, increase the power of other channels of communication, and help you close deals faster.

Introducing Our Business Texting Framework



Here are actionable tips to implement this framework at each stage of your customer's journey.

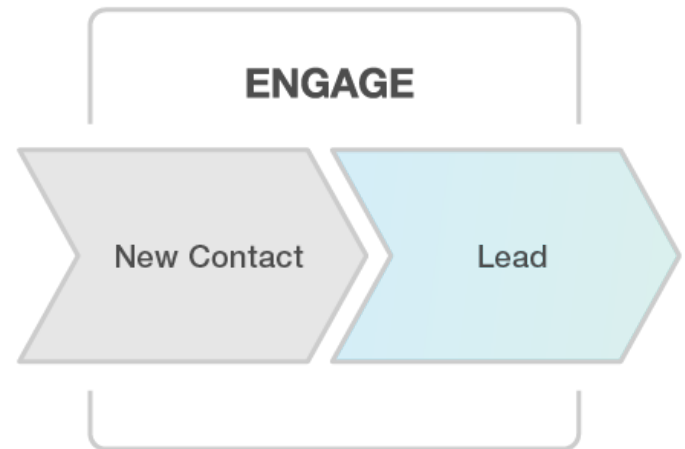


Engage 🍌

Think of all that leads up to asking for a first date. You try to get someone's attention, understand how they like to communicate, and what interests them. The Engage stage is similar. In this stage, you have three primary goals:

1. Establish trust -- the foundation for continuing the relationship
2. Provide high-value touches that don't require a lot from your contacts.
3. Impress -- you want them to like you!

To establish trust, make the information you provide convenient, easy-to-access, and straightforward. The easier you make initial conversations and the fewer barriers you place between your prospect and the info they need, the more they'll associate you with ease, simplicity, and convenience.



The value you provide at this stage in the game should educate them, pique their interest, and speak to their challenges. Much of this will come in the form of blog posts, white papers, eBooks, and other content.

But, you can also create value simply by being available, friendly, and communicative. Here are some texting techniques that help.

Here's how to apply texting in the Engage stage:

- Texting outreach supplements cold calls and emails.
- Personalized Group Broadcast Campaigns increase outreach with a 98% message read rate and a 40% response rate.
- Promote that your business number is text-enabled.

Outreach with Texting

Texting can be another form of initial outreach to kick relationships off.

Outreach Tips

- Start up a conversation on text. A quick, easy back and forth can be great for establishing trust.
- Use Group Broadcasts to send personalized messages to up to 100 new contacts.
- Let your contacts know that they can reach you by phone or text at your business number. For example, you can update all your contact information to say, Call or text us at: XXX-XXX-XXXX.
- Send links to mobile-friendly resources and content.

Inbound Texting Calls to Action

A texting call to action is an invitation to text you. It establishes texting as an open channel of communication from the get-go. Because text is convenient, simple, and low-commitment, this is a quick way to open communication and establish trust at the same time.

Inbound Texting Calls To Action Tips

- Promote that your business numbers are text-enabled on your website's contact page, in your email outreach, and in your team's email signatures.
- Create CTAs that invite contacts to text in questions, comments and feedback.

Text Mobile Newsletters

While you can't send a complex newsletter over text, you can do something else that's pretty valuable for your customers. You can keep them up-to-date on your company, service features, and industry news in the most unobtrusive way possible: quick text messages.

Mobile Newsletter Tips

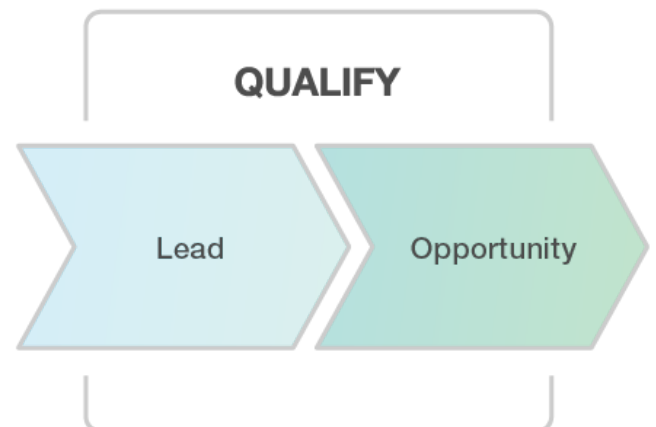
- Send regular, bite-sized updates whenever you have a new team member join, win an exciting award, or are running a great promotion.
- Include featured customers, case stories, or client interviews in your text newsletters.
- Text a link to your email newsletter to give your customers more ways to interact.

Qualify ✓

Think of this second stage as the first date. Your contact is trying you on for size to see if this connection has the possibility of going anywhere. At this stage, your goals are:

1. Gather more information.
2. Find out if the prospect is a good fit for your product or service.

You know that not everyone who comes through your door is going to be a good fit. So, getting more details, such as demographics, interests, needs, and position, can help you and your team save time and hone your future outreach. Here's how texting can help.



Here's how to apply texting in the Qualify stage:

- Send a Group Broadcast Campaign to start 1-to-1 conversations.
- Text to replace slow email and phone follow-up.
- Create text templates of qualifying questions save time and effort.

Integrate Text with Your CRM or ATS

By integrating your texting platform with your CRM or ATS, you can easily identify what information you need to gather on a particular contact, how effective past communication has been, and more.

CRM or ATS Integration Tips

- Text to confirm specific pieces of information in your CRM or ATS.
- Text to gather any info that's missing in your CRM or ATS.
- Text a link to a piece of content that's gated by a form. The info they enter onto this landing page can help you determine if they're sales qualified.

Connect

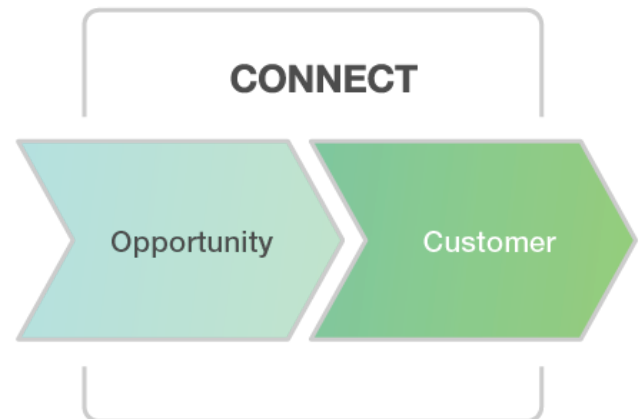
This is it. You know they're interested, you know they are qualified. It's time to show them what you're really made of. In the Connect stage, your goals are:

1. Build the foundation of lasting rapport
2. Give contacts the info, tools, and trust they need to close the deal.

The texting tools for this stage focus on using the power of multi-channel communication and data analytics to build a strong, positive impression of your organization for your contacts.

Here's how to apply texting in the Connect stage:

- Add texting into your phone, email, and social communication.
- Use Multi-User numbers so team members can collaboratively manage conversations.
- Text links to mobile-friendly web pages and content.



Texting Communication Sequences

Texting can be added to your communication sequences to boost your chances of getting a response. The texts in sequences are best when they connect to other forms of outreach -- phone, email, and social -- to create a cohesive message and engaging customer experience.

Texting Communication Sequence Tips

- Send texts in sequences to schedule quick phone appointments, in-person meetings, or demos.
- Don't be afraid to send multiple texts that check in or follow up on previous messages. A simple, "Just wanted to check in and bubble up our conversation to the top of your inbox" can be the key to getting a response.
- Pepper your sequences with yes/no questions to bolster engagement.
- Need more tips for including messages that get responses? Refer to [How to Optimize Business Texting Response Rates](#).

Texting Analytics

You don't want to fly blind when you are sending text sequences. [Use texting analytics](#) and your CRM or ATS integration to find out what messages are working.

Texting Analytics Tips

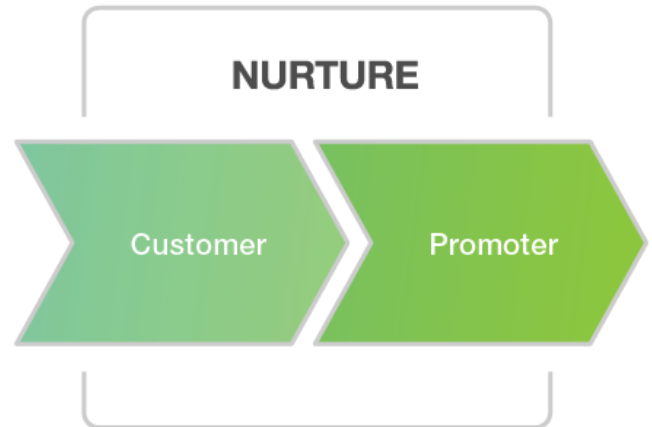
- Pay attention to the day of the week and the time of day when analyzing what messages.
- Create templates from the text messages that consistently help to close contacts.
- Tap your most successful team members for insight into what text messages are landing deals.

Nurture 🌱

Once you're in a relationship, you don't ignore your partner. Business is no different. You've put a lot of time, thought, and effort into creating happy customers -- and you want to keep them that way. Your goals at this stage in your customer journey are:

1. Delight your existing customers.
2. Encourage them to become your best referrals.

The text tools you need for this stage help you grow happy customers into your brand advocates. They keep your customer base in-the-know and show them that they're top of mind for you and your team.



Here's how to apply texting in the Nurture stage:

- Build deeper more personal relationships with texting.
- Schedule texts for important reminders and dates.
- Ask for referrals via texting your top promoters.

Relationship-Building Texts

Nothing says you care more than a text that doesn't ask for anything but a smile.

Relationship-Building Text Tips

- Wish your customers happy birthday and happy holidays.
- Say hello, send a joke, or just share a funny link you think they might enjoy.
- Don't forget the emojis! 😊👍

So, there you have it -- The Business Texting Framework. What do you think? Shoot us a text at 303-442-3223 and let us know! 😊

In our next chapter, we show you how to take the Business Texting Framework to the next level with business texting sequences.

How to Connect Faster with a New Business Texting Strategy



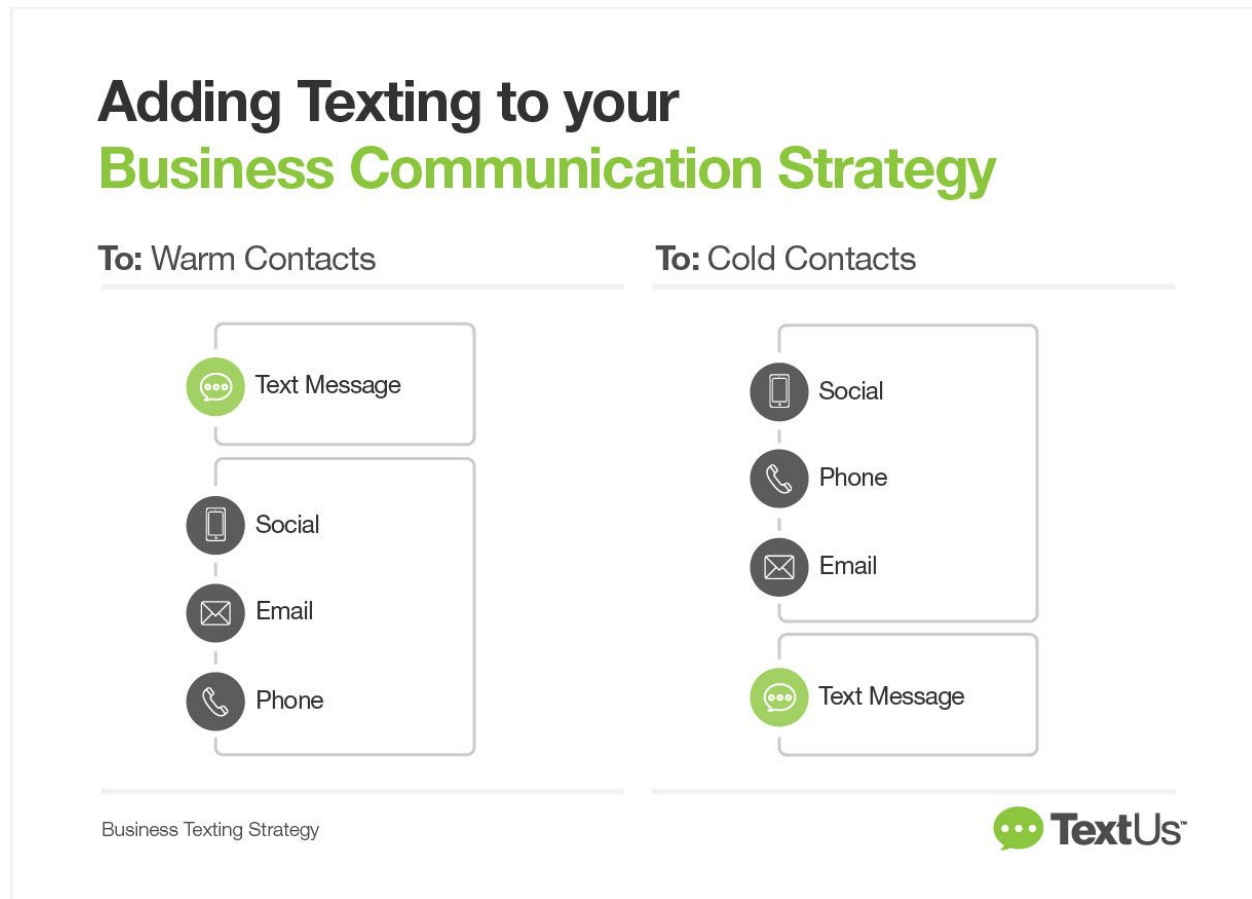
When you're communicating with anyone -- from friends and family to leads and clients -- your interactions build off of each other to create a connection. No single message, phone call, or chat defines the relationship -- instead, trust is built (or eroded) incrementally over time.

So, when you think about communicating for your business, think beyond the words you use in a single message, the value you provide when you follow up to new leads, or even the tone your team takes in all their outreach. That's all important -- but what will really set your communication strategy apart is being thoughtful about the entire experience you'd like your contacts to have -- from first contact until they're delighted ambassadors of your brand.

That's where [sequences](#) come in. Sequences are a series of phone calls, emails, texts, and other touchpoints sent over time to your audience. Together, they create an experience for your prospect as they move down the funnel. Sequences automate and standardize your follow-up process so you can focus on building real relationships with engaged prospects.

You may be familiar with email sequences or have a planned routine of phone calls to prospects. Text messaging can work with your existing communication sequences to make them more effective, increase response rates, and speed connection. Here's how.

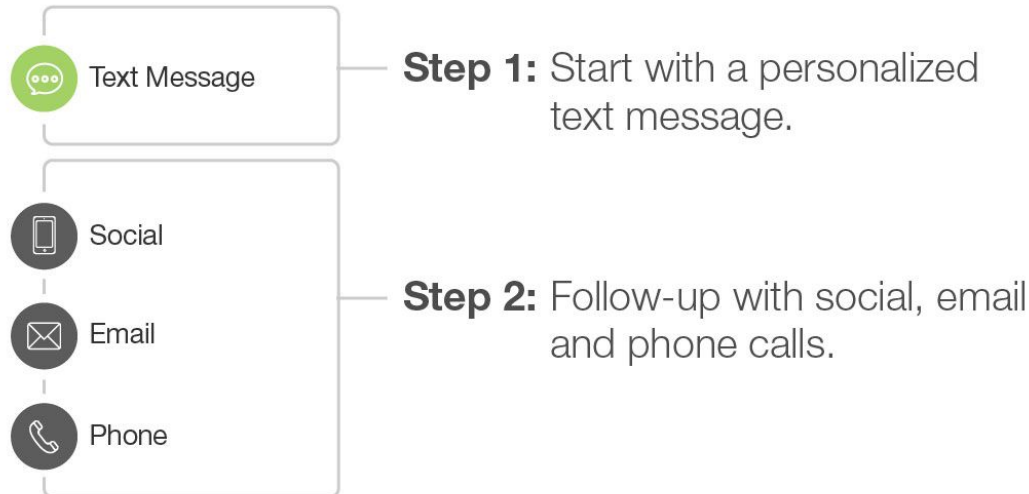
Adding Texting to your Business Communication Strategy ⚡📱



Your contacts are inundated with communication. Their email inboxes, social media notifications, and voicemail may each be crowded places at different times. For example, their work email inboxes may be overflowing on the weekdays but pretty calm on the weekends, while their Facebook notifications may follow an opposite pattern.

The beauty of sequences is that that you can plan out your touchpoints on a variety of different channels, increasing your likelihood of making a connection. And the beauty of text messaging is that it isn't as crowded as other channels. So, adding texting into your sequence is a great way to get ahold of both warm and cold contacts.

Business Texting to Warm Contacts



Business Texting Strategy



Texting for outreach to warm contacts:

Day 1:

Step 1: [Send Text Message] - Send a personalized offer.

Send a personalized group broadcast text message to a targeted list of warm contacts. On average, 40% will respond and convert to one-to-one conversations! For the other 60% of contacts continue with the steps below.

Example:

Hey [First Name], touching base because I think our consulting services could help meet your annual goals. Are you available for a quick chat Wed. or Thurs. afternoon? -- Erich

Step 2: [Send Email] - Send a short email to follow-up.

Example:

Subj: Funnel broken?

Hey [First Name],

Just sent over a text and wanted to share a quick note on our new Sales Funnel Diagnostic would help your team scale faster:

Looking forward to connecting!

Cheers,

Erich
erich@company.com
Call or Text: 555-555-1234

Day 2:

Step 1: [Connect on Social] - Connect/message on LinkedIn and Twitter.

Step 2: [Phone Call] - Call your contact.

If they answer, start your conversation by asking if they have time to talk. If they don't answer, leave a message, highlighting the value you offer.

Step 3: [Send Text Message] - Send a text as a follow-up.

Example:

Hey [First Name] -- left you a voicemail. Any interest in a quick 15 min call Thurs or Fri?
-- Erich



TEMPLATES

**101 Text Message
Templates for Sales and
Recruiting Professionals**

[View Now](#)

Business Texting to Cold Contacts



Business Texting Strategy



Texting for outreach to cold contacts:

Day 1:

Step 1: [Connect on Social] - Connect on LinkedIn and Twitter.

Step 2: [Phone Call] - Call your contact.

If they answer, start your conversation by asking if they have time to talk. If they don't answer, leave a message, highlighting the value you offer.

Step 3: [Email] - Send a short email to follow-up.

Example:

Subj: High-paying California assignments

Hey [First Name],

Just gave you a ring and wanted to send you a note because every travel nurse I know has California on their travel nursing bucket list:

■ [New High-Paying Assignments in San Francisco + San Diego](#)

Looking forward to connecting!

Cheers,

Erich
erich@company.com
Call or Text: 555-555-1234

Day 3:

Step 1: [Connect on Social] - Retweet or like a post.

Step 2: [Phone Call] - Follow up on your first voicemail.

Step 3: [Send Text Message] - Send a text as a follow-up.

Example:

Hey [First Name] -- left you a voicemail. Any interest in an assignment in California? --
Erich

Day 5:

Step 1: [Social] - Retweet or like a post

Day 7:

Step 1: [Email] - Respond to your first email with a quick message to re-engage.

Example:

Subj: Re: High-paying California assignments

Know you must be busy and wanted to float my email to the top of your inbox because I didn't want you to miss out on a great opportunity in California.

Have a great day!

Erich
erich@company.com
Call or Text: 555-555-1234

So, there you have it -- how to get started with texting in your communication sequences. Want more tips and templates? Check out our [business texting playbooks](#).