

STRATCOM

Short Code

RENT STRATCOM'S SHORT CODE TO GET DIRECT RESPONSES & ENGAGEMENT FROM YOUR AUDIENCE THROUGH TEXT

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When you're planning your next advertising campaign, in-person event or expecting media coverage, consider adding a text short code and keyword to enable direct responses from your audience.

Whether it is through TV or print news coverage, a radio promotion, billboard, or social media advertising, a short code is a simple and easy way to get direct responses and engagement from your audience. After all, every promotion costs money. Adding a short code will ensure a concrete return in the form of public engagement or supporter donations.

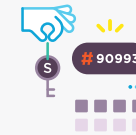
The beauty of short codes is that all responses capture cell phone numbers so it's a great way to build up your mobile phone list.

Stratcom can also set up an automatic reply to any keyword. This includes returning a link to a landing page to capture more information from the sender such as name, email, postal code, etc. For fundraising campaigns, we can have the keyword automatically return a link to your donation page.



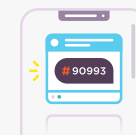
* This is an example promotion for a fictional organization

HOW IT WORKS



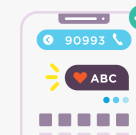
Rent Stratcom's Short Code

Determine the length of time you'd like to use the short code and select a designated keyword(s) to advertise your campaign or organization, such as LEARN, VOTE, GIVE. Set up auto reply text to each keyword.



Promote the short code & keyword(s)

Advertise your keyword(s) and short code far and wide — on radio ads, DRTV, display ads (billboards, newspapers, printed materials), at in-person events, on social media.



Wait for people to text in

Anyone who texts the keyword to the short code will get a follow-up text through which you can prompt a call to action, receive donations, and much more.



Follow up and re-engage

Those who texted in to the short code and express support for your cause or organization can then be escalated up the pyramid of engagement via another channel.