

STRATCOM

Text Messaging

AN IMPORTANT TOOL
TO INFORM, ENGAGE &
DRIVE ACTION

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Text messaging is fast becoming a key tool for a wide variety of engagement activity. From informing constituents about important public information to seeking community input on major municipal decisions, SMS can reach audiences you can't reach as quickly or effectively in other channels. **With read rates often hitting 98% in 2 minutes**, text messages reach your audience in a way no other channel can.

OUR SERVICES:



Text broadcast

Just need to send a one-off text broadcast for rapid response or informational purposes? Prompt.io can fully support a simple text broadcast program.



Text banking

Don't have time or capacity to text your community? Our team of experienced texting agents are trained in engagement text campaigns to text on your behalf.

TEXT MESSAGING IN ACTION

Public Information: Get out the latest and most pressing information directly to your constituents. Texting played an important part in the City of Toronto's effort to inform citizens about how, where, and when to get vaccinated against COVID19 through the successful VaxTO program.

Seek Community Input: Reach community members directly and conveniently to obtain their input about major municipal decisions using our survey forms or through peer-to-peer conversations.

Mobilize Community Support: Mobilize community volunteers and other forms of support with calls-to-action over text. Increase volunteer turn-out to community litter clean-up days by sending Google maps to the exact location. Boost public participation in constituent consultation meetings by promotion through text.

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Prompt.io is the ideal merger between a text based platform and a data gathering/analytics platform. With Prompt.io we have an endless capacity to communicate longer or more complex updates, build data collection tools, and create actionable events. Prompt.io has all the tools we need.”

Molly Kraft
Labour Relations Officer,
Provincial Organizing

ONA

Stratcom is proud to partner with Prompt.io, a next generation text messaging platform that allows you to create, automate, and personalize conversations that deepen relationships, collect data, and lead to action.

Prompt.io is a highly customizable, feature-rich platform that allows users to launch text campaigns that are automated (A2P), peer-to-peer (P2P), or a hybrid of the two. You can also easily set up auto-replies based on keywords to streamline the supporter journey. Prompt.io's other unique offerings include “Instant Apps”, microsites easily built within the Prompt.io platform to push respondents from text to online, and integrations with a wide range of CRMs and applications.