

*Why your business  
should be using  
mobile marketing*



*There are many ways to market your business, and the internet is full of wonderful ways that all claim they are the best.*



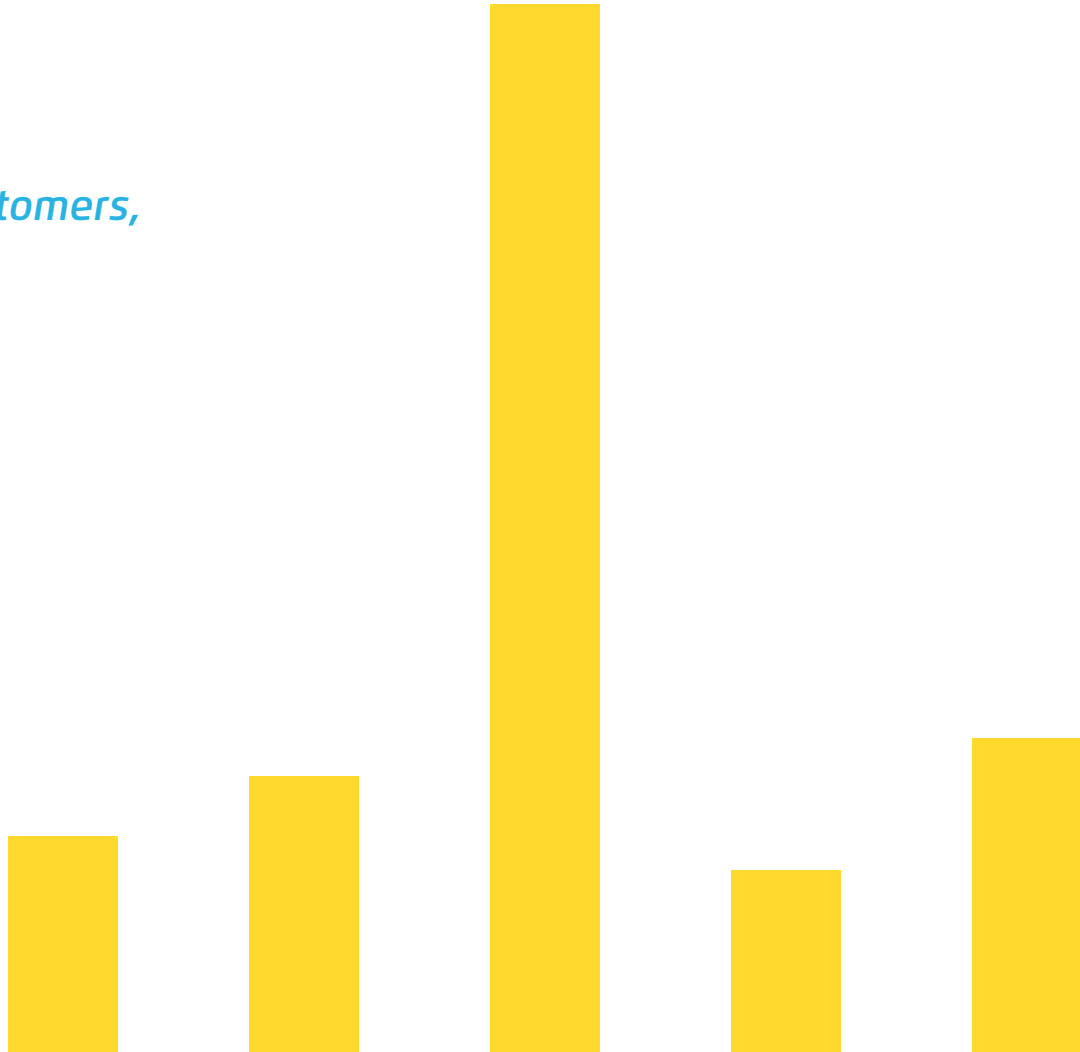
WE'RE  
THE BEST



NO WE ARE  
TRY US

*And depending on your business and customers,  
some might work better than others.*

*However there seems to be one way that  
is a cut above the rest...*



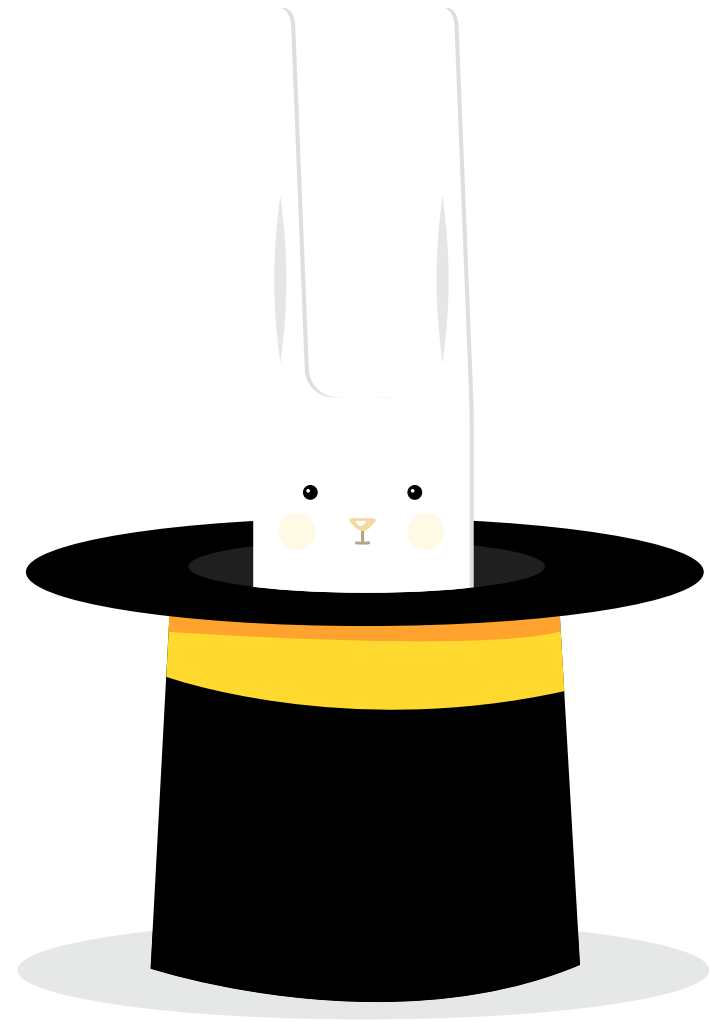
*And in this eBook we would like to talk about  
that way and fly the flag for mobile marketing.*

Mobile

A stylized illustration of a mountain range. The mountains are rendered in various shades of blue and grey, with the highest peak in the center. A yellow flag with the word "Mobile" written on it is planted on the highest peak. The background is a light blue sky with several white, fluffy clouds. Faint white lines radiate from the top corners of the image, creating a sense of depth and focus on the central mountain.

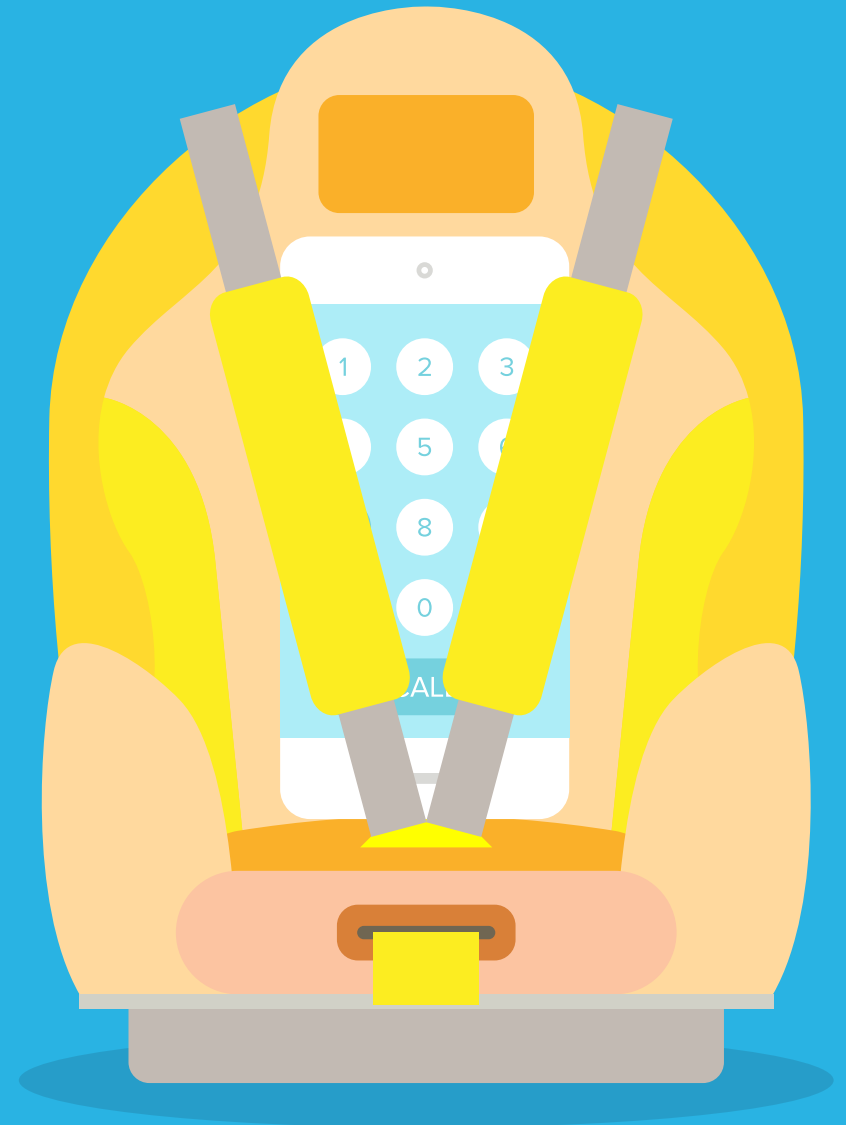
*No fluff. No marketing pitch. No sales talk.  
No magic tricks.*

*Just simple facts and stats.*



*Why your business should be using mobile marketing, [www.textmarketer.co.uk](http://www.textmarketer.co.uk)*

First off, the mobile  
is fast becoming  
the most important  
thing in our lives



*Why your business should be using mobile marketing, [www.textmarketer.co.uk](http://www.textmarketer.co.uk)*

*We all love our mobiles. But you already knew that as*

**91%**

*of adults have their phone within arms reach 24/7*

*(Nielsen)*

*Why your business should be using mobile marketing, [www.textmarketer.co.uk](http://www.textmarketer.co.uk)*

# 66%

*of people in the UK suffer from nomophobia*

*(Securenvoy)*

*Which of course is the fear of being without their mobile phone.*

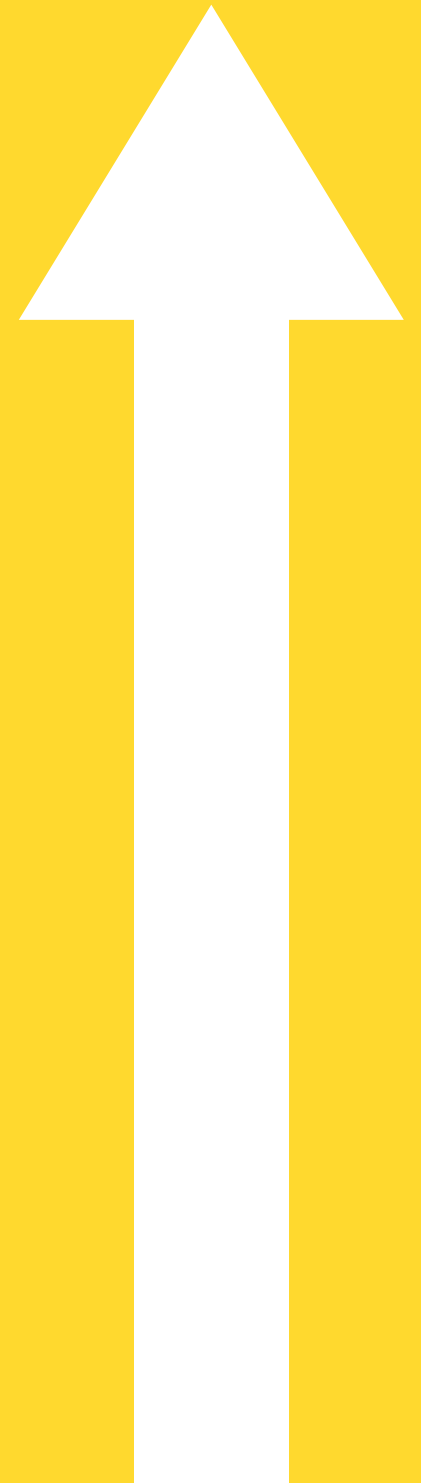


*Why your business should be using mobile marketing, [www.textmarketer.co.uk](http://www.textmarketer.co.uk)*



*There was a*

**260%**



*growth in digital commerce in 2015 - mobile is nearly  
100% responsible for that growth*

*(Demandware)*

*Why your business should be using mobile marketing, [www.textmarketer.co.uk](http://www.textmarketer.co.uk)*



*Website visits 2015  
mobile growth 112%*



*Website baskets 2015  
mobile growth 104%*



*Website orders 2015  
mobile growth 68%*

*Very different story for the tablet and desktop as both now struggle  
against the might of the mobile.*

*(Demandware)*

Nearly

# 80%

*of millennials experience a brand for the first time on a mobile phone*

*(inmobi Insights)*

*Why your business should be using mobile marketing, [www.textmarketer.co.uk](http://www.textmarketer.co.uk)*



# 68%

*of all online traffic comes through a mobile in the UK*

*(comScore)*

*Why your business should be using mobile marketing, [www.textmarketer.co.uk](http://www.textmarketer.co.uk)*

*Two more stats please barman...*

**76%**

*of UK adults have purchased  
via a mobile*

*(Office for National Statistics)*

**40%**

*of all online shopping sales now  
happen on mobile phones*

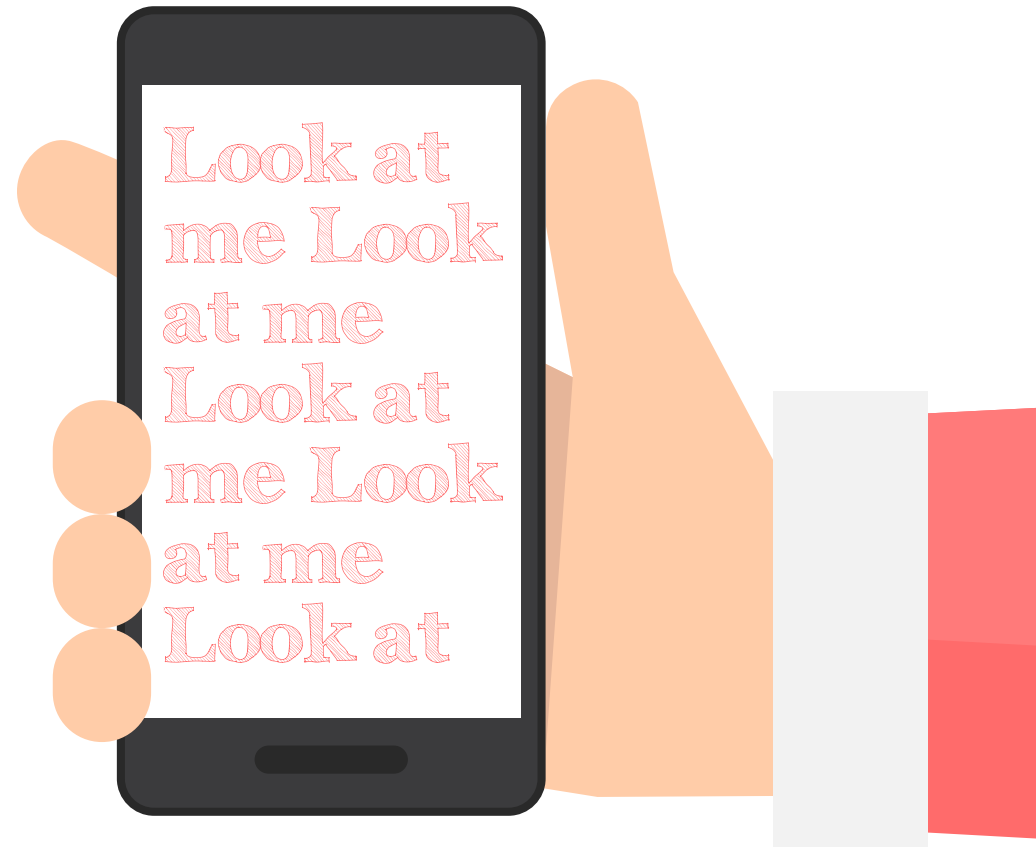
*(IMRG)*



*Why your business should be using mobile marketing, [www.textmarketer.co.uk](http://www.textmarketer.co.uk)*

*Right ok we get it, we are all obsessed and madly in love with our mobile phones.*

*So how can your business market through them?*



*Why your business should be using mobile marketing, [www.textmarketer.co.uk](http://www.textmarketer.co.uk)*

The best way is  
through a text  
message

*Why? Because 98% of all text messages are read and 90% of them within 3 minutes of being received.*

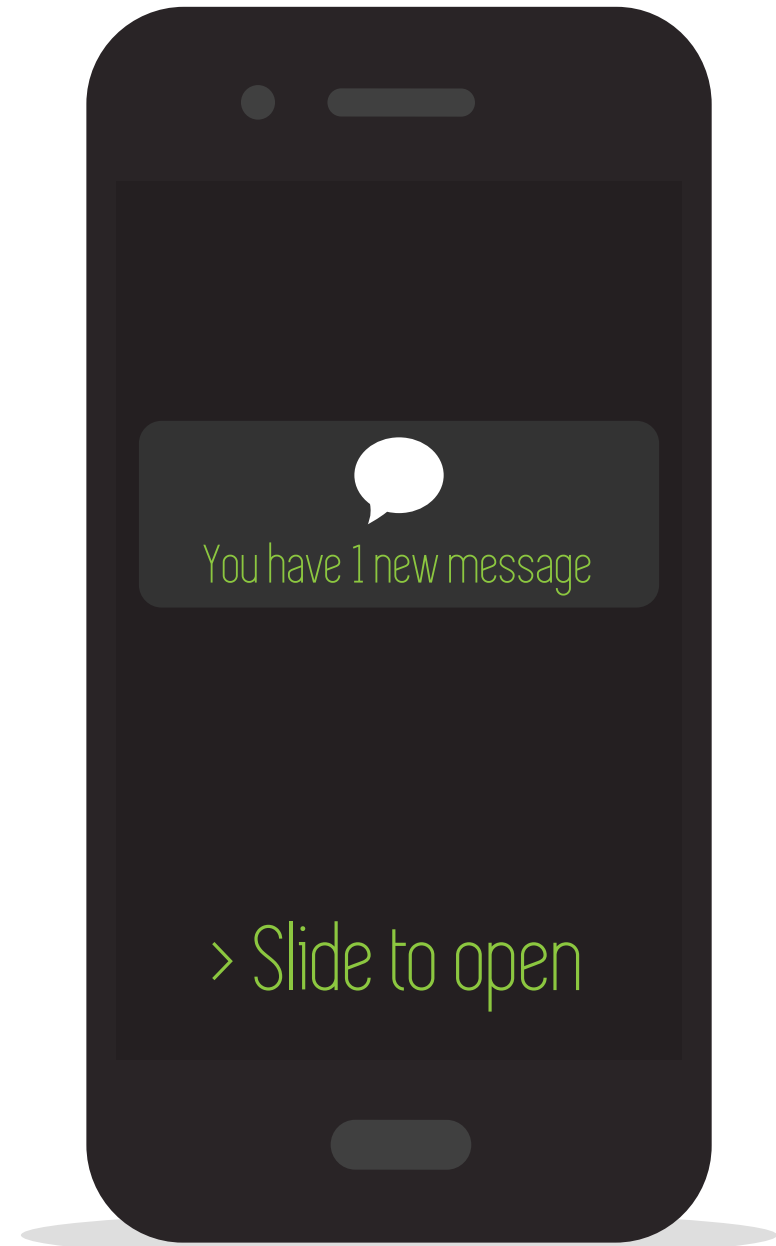


*Why your business should be using mobile marketing, [www.textmarketer.co.uk](http://www.textmarketer.co.uk)*



*It's the way more and more customers want to communicate with brands and businesses...*

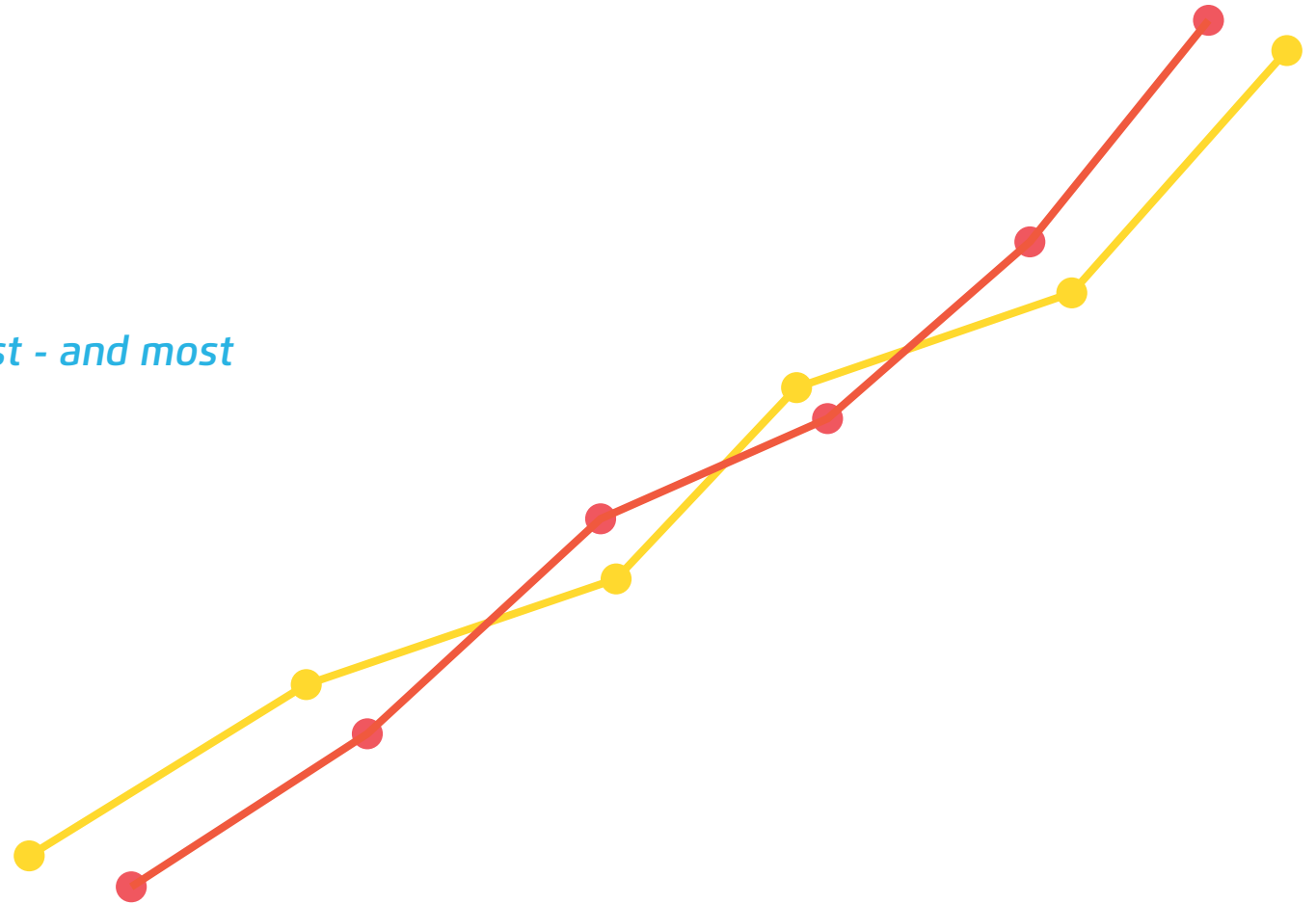
*It's convenient, simple and pretty much instant.*



*Why your business should be using mobile marketing, [www.textmarketer.co.uk](http://www.textmarketer.co.uk)*

*And for the business...*

*It's convenient, simple and low cost - and most importantly it works!*



*Why your business should be using mobile marketing, [www.textmarketer.co.uk](http://www.textmarketer.co.uk)*



“SMS marketing has  
increased our sales turnover  
by an average of 30%”

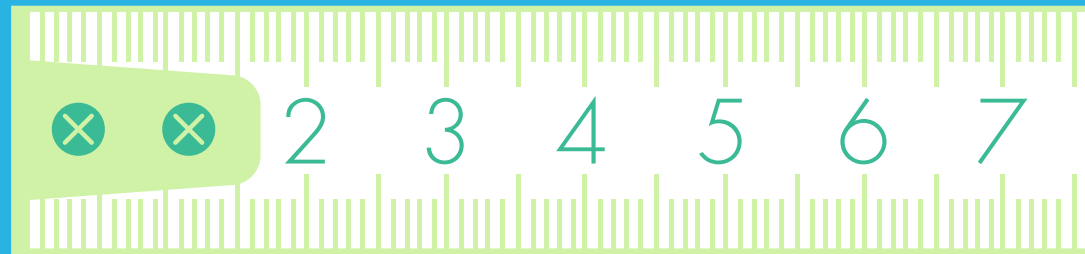


Flight Quotes - [read their story here](#)



“Text Marketer contributed to a 27% rise in overall traffic, a 45% rise in direct traffic and a massive 93% rise in mobile traffic”

[Mainline Menswear - read their story here](#)



“Our mobile messaging campaign led to 1 out of 4 sales on Black Friday coming through our SMS campaign”

[Daniel Footwear - read their story here](#)



*So where do you go for mobile marketing  
I hear you ask?*

*Cough cough... Here comes the Text Marketer pitch  
(sorry we lied earlier about there not being one)*



EXCUSE ME

*We are the UK's favourite low cost SMS provider  
(our Mums tell us everyday)*

*But why?*



*Why your business should be using mobile marketing, [www.textmarketer.co.uk](http://www.textmarketer.co.uk)*

*We save our customers on average a whopping 56%  
off their SMS bill with our fantastically low prices.*

*Now you can see why we are the favourite.*

*Why your business should be using mobile marketing, [www.textmarketer.co.uk](http://www.textmarketer.co.uk)*



# Double

*When new customers buy between 1,000 to 10,000 on their first purchase, we will double them for free!*

*So for £300 you could get 20,000 SMS credits!*

# Double

*Why your business should be using mobile marketing, [www.textmarketer.co.uk](http://www.textmarketer.co.uk)*

*With our amazing double credits offer, our prices are  
as low as 1.65p per message.*

*Why your business should be using mobile marketing, [www.textmarketer.co.uk](http://www.textmarketer.co.uk)*

*However it's not just all about price...*

- *We offer free unlimited UK support*
- *Tier 1 Direct UK network connections*
- *A simple, innovative feature-rich SMS platform - packed full with free features*
- *Free delivery reporting, message analytics and much much more*

*"The system is very user-friendly, I was using it within 10 minutes. We are now reaching far more customers in an extremely cost effective and efficient way. Reaction from customers has been 100% positive, "great" and "brilliant"*

*Vauxhall motors*

*Why your business should be using mobile marketing, [www.textmarketer.co.uk](http://www.textmarketer.co.uk)*

*So that's the pitch. All completely true  
and with no catch...*

*As it's completely free to sign up, with no contracts  
to read or sign - why not sign up today and let's see  
how mobile marketing can help your business...*

*[Sign up here now](#)*

**FREE**

**FREE**

**FREE**

*Found this useful? Do your good deed for the day*

If you have found this ebook vaguely useful or interesting then why not return the favour, and share it!

If you could be so kind to tweet it, like it, share it, post it, whatever is your social media preference we would be very grateful! This makes us happy and means we will create more useful and interesting content for you!

Website [www.textmarketer.co.uk](http://www.textmarketer.co.uk)

Blog <http://www.textmarketer.co.uk/blog/>

Telephone **0117 205 0202**

Email [info@textmarketer.co.uk](mailto:info@textmarketer.co.uk)