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Text Message Marketing with Autoresponder (Text-for-Info) by [Lexoremman](#)

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Continue with our Text Message Marketing series, today I like to talk about Text message marketing using Auto responder also known as Text-for-Info. Our clients have been using auto responder campaigns from past 5 years. It works exactly as our text-to-join text message marketing campaign.

Text-for-Info Text message marketing campaign

With Text-for-info campaign, customer receives an auto response a predefined text message when they text your mobile keyword to the short code. The auto response may include

- * Business contact information (Business cards)
- * Store Directions with link to Google map
- * Event organizers can provide Event registration details, exhibition direction, customer service number etc.
- * In Political Fundraising or Non-profit, patrons can text to receive contribution details
- * Product brief along with mobile or web site link or details
- * Customer care/support information
- * Song/Ringtone download link given as reward
- * iPhone or Android App download link very popular with VOIP providers
- * Realtors can use Text-for-info to provide property information along with house photos.
- * Car dealership can use it as off-hours sales tool. Prospects can text unique code found on windshield stickers and receive car details.

Possibilities are end-less, you just have to think and plan, rest we'll do for you.

How it works?

- * Setup Text-to-Info campaign using our mobile marketing platform. You can choose your desired mobile keyword on our shared short code or on your dedicated short code hosted with TXTImpact.
- * Promote the keyword in your adverting material, at point of sale, flyers, etc.
- * Customer send text message to short code with your company mobile keyword.

Now, this is great tool for providing customer instant on the spot information while business put your contact details in their hand; business can also capture customer's mobile number and built their opt-in list. Businesses may follow-up with customers using mass text messaging and include promotional codes, special offers, deals, etc.

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