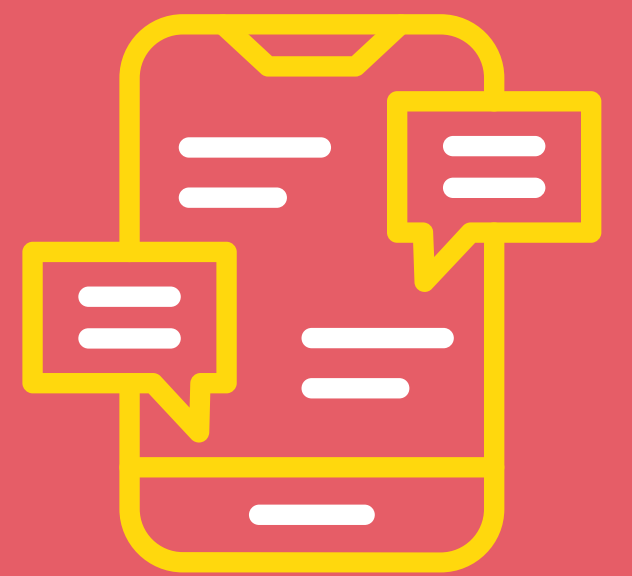




# Text Messaging Marketing Playbook

- **Announcing the Services**
- **Creating Call-to-Actions**
- **Increasing Engagement**
- **Growing Subscribers**



**Contact Us**

[415.615.0150](tel:415.615.0150)

[www.engagebycell.com](http://www.engagebycell.com)



# Announcing Your New Campaign

Announce your new text messaging services in digital and physical spaces to start growing your subscribers! We recommend leveraging the following:

- 1 Website
- 2 Social Media
- 3 Press Release
- 4 Email Signature
- 5 Signage
- 6 Advertising
- 7 Partnerships
- 8 Existing Processes

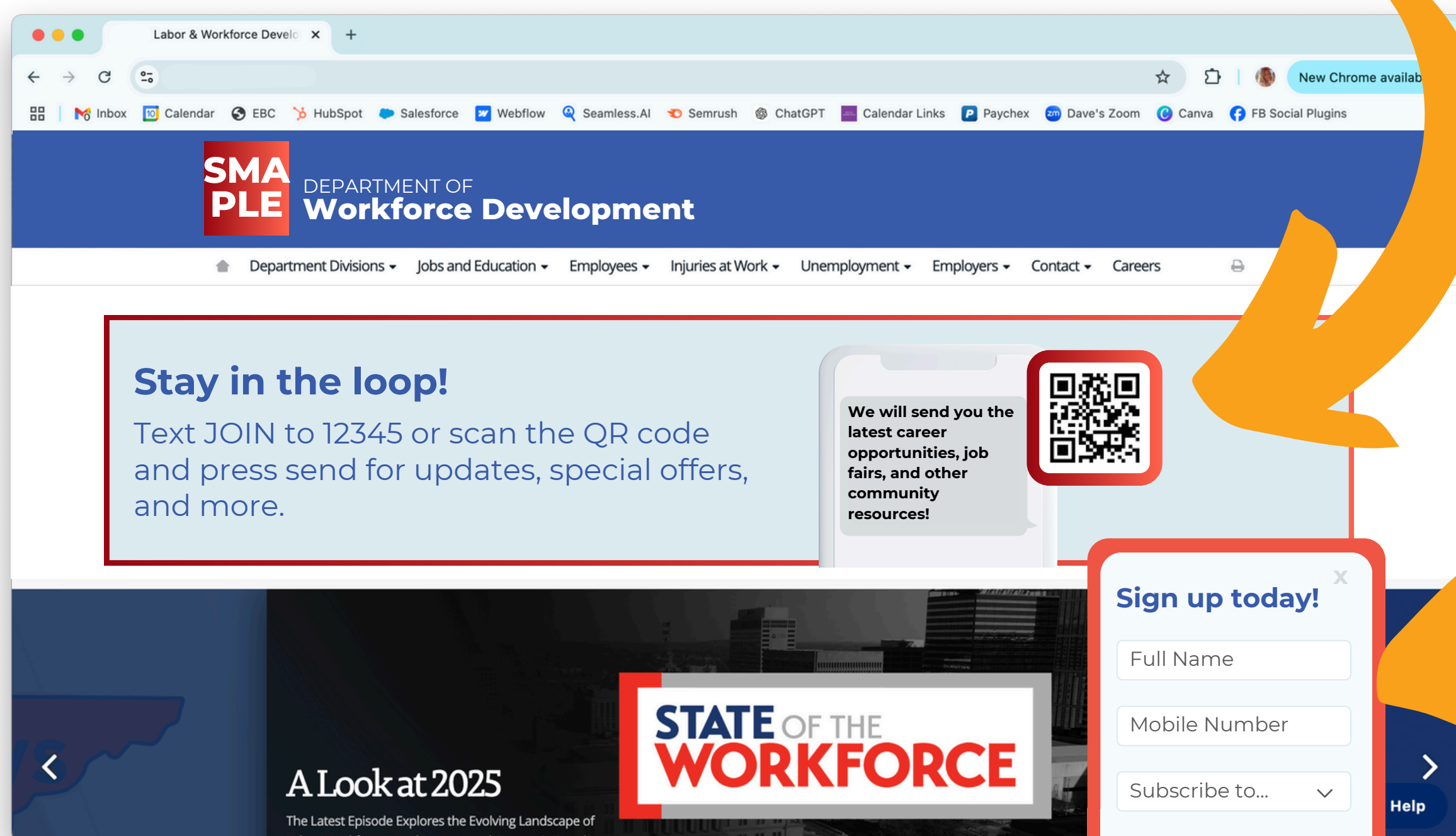
Engage by Cell offers **design and content services** should your organization not have an in-house department or the bandwidth to execute the following marketing strategies. Reach out to your Engage by Cell representative and ask how we can help!



# Website

Your website is often the first place people look for information about your services. Create a prominent section to highlight your texting campaign.

**Add a banner or pop-up that with the call-to-action.** An example would be “Text [KEYWORD] to [TEXT CODE] or scan the QR code and press send to opt in to our text alerts!”



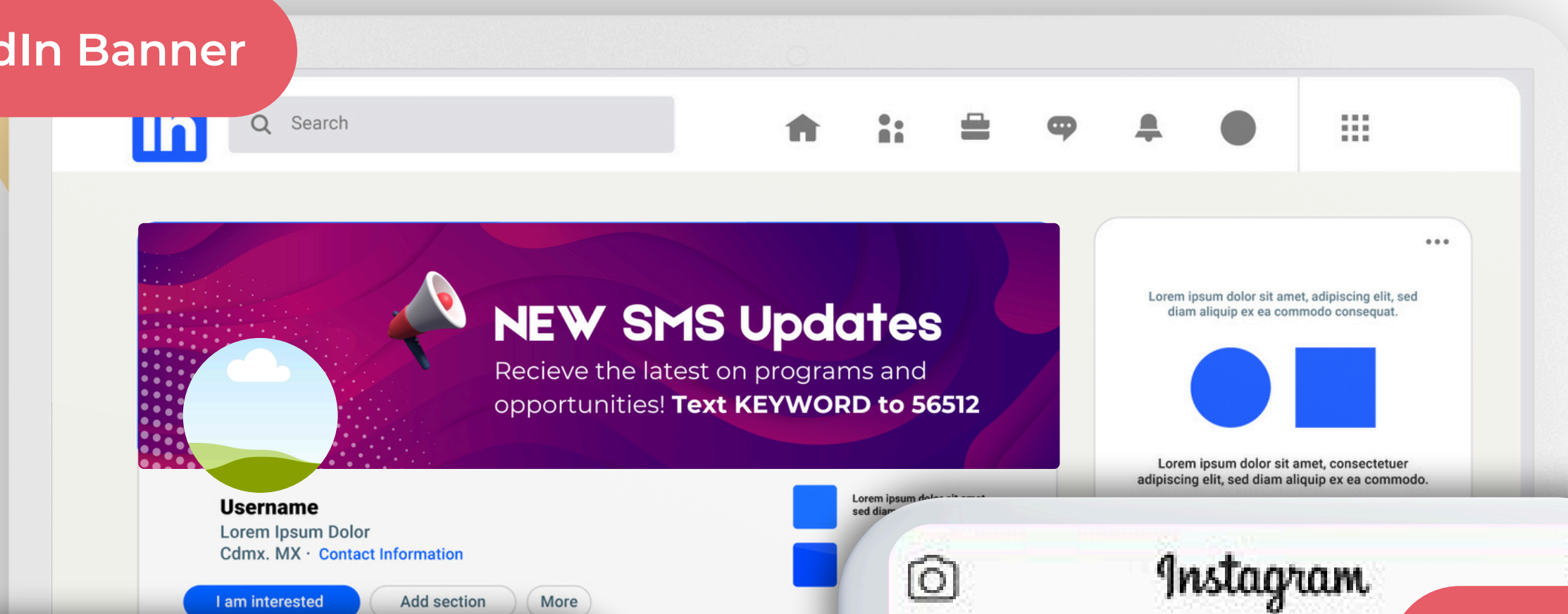
Engage by Cell also offers an **Opt-In Web Widget**. This web plug-in creates a popup for web visitors to enter their mobile number to automatically subscribe to one of several lists where you can send them future text messages.



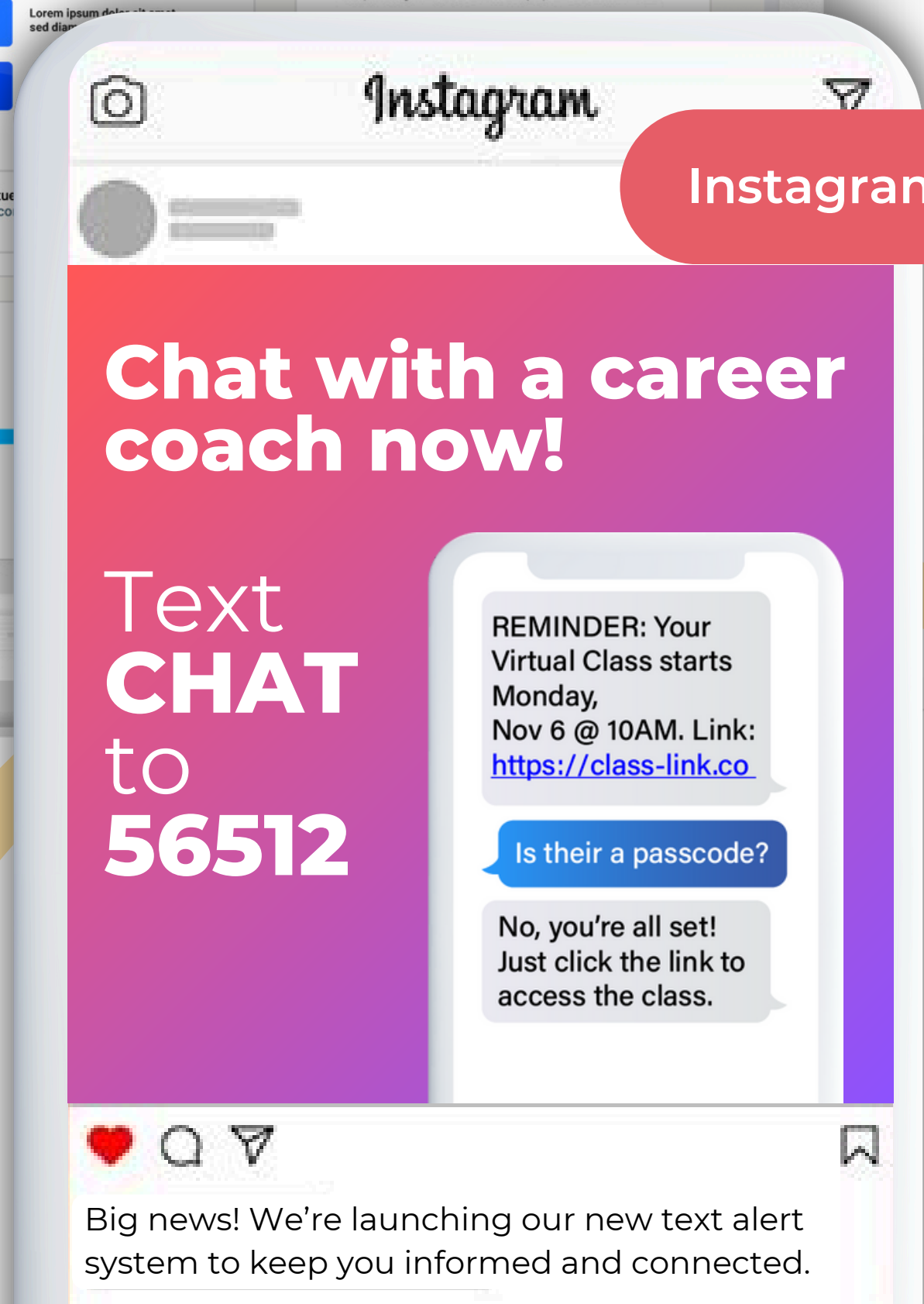
# Social Media

Use your social media platforms to create excitement and reach a wider audience. Create posts, banners, and stories that include your value proposal and call to action.

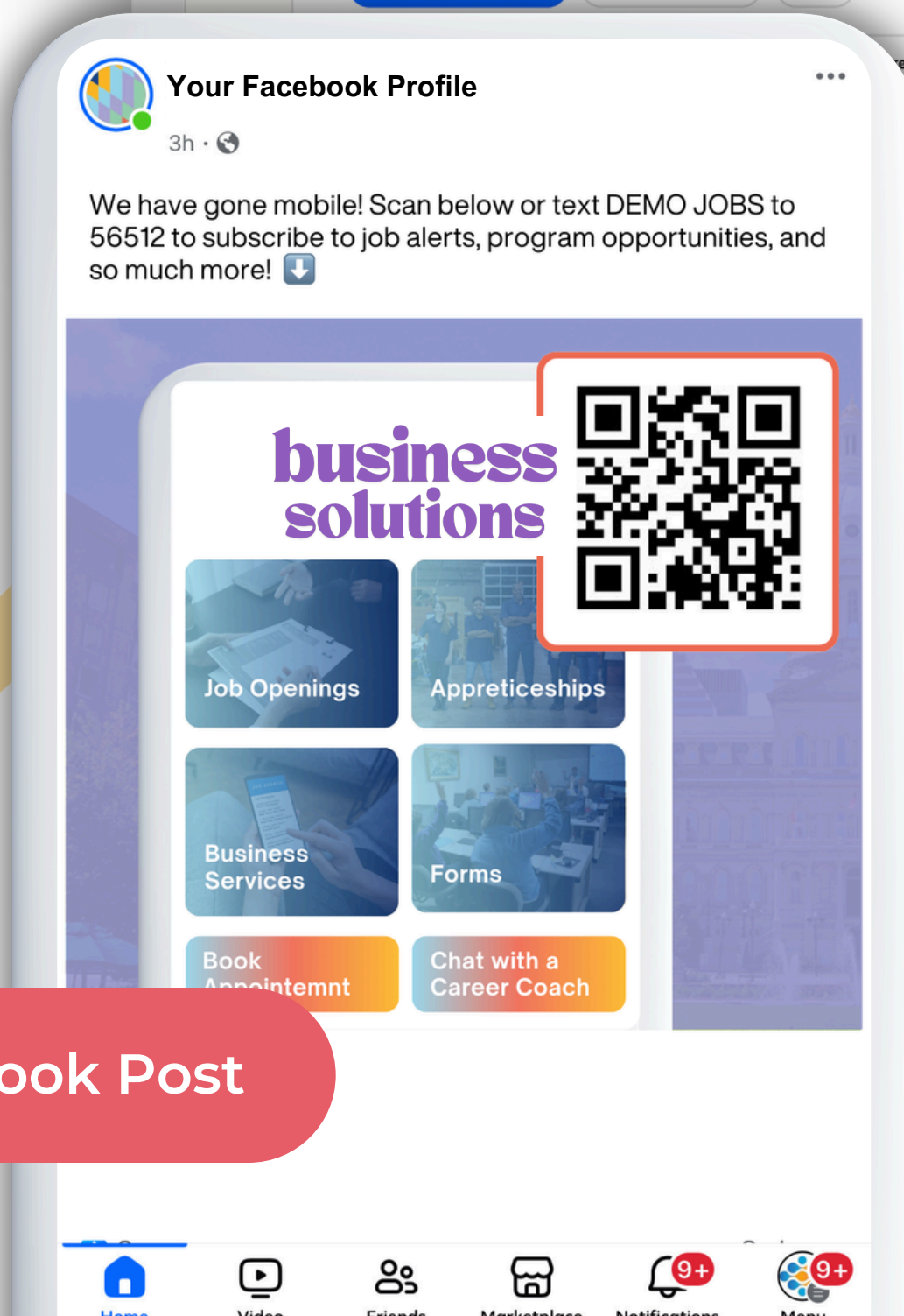
LinkedIn Banner



Instagram Post



Facebook Post







# Press Release

A press release can help amplify your message and reach local news outlets. Include a clear value proposition and instructions on how to subscribe. Below is sample verbiage for a press release of this nature.

## **FOR IMMEDIATE RELEASE**

*[Your Organization]* Launches Innovative Text Messaging Service for Enhanced Customer Engagement

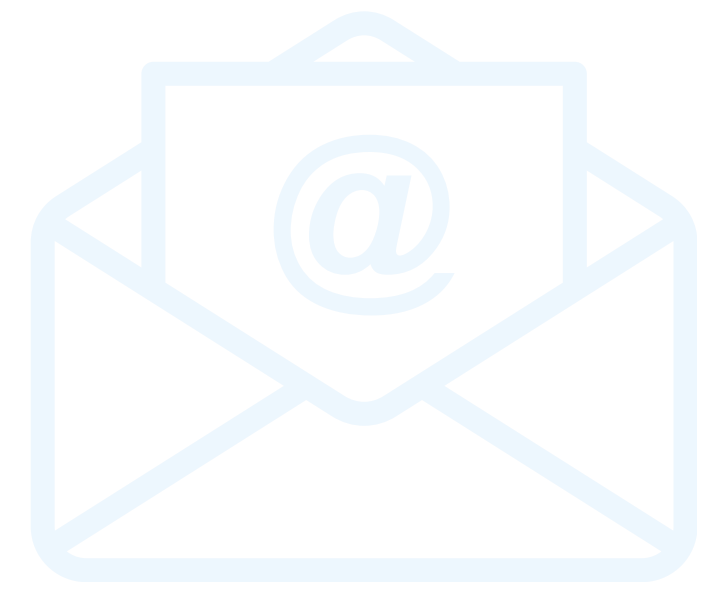
*[City, State]* – *[Date]* – *[Your Organization]* is excited to announce the launch of its new text messaging service, designed to keep job seekers and program participants informed, engaged, and connected.

Through this new service, subscribers will receive real-time updates, exclusive offers, and important announcements directly on their mobile phones via SMS. To enroll — simply text *[Your Keyword]* to *[Your Text Code]* to get started.

"We are always looking for new ways to improve communication with our community, and text messaging provides a fast and convenient way to share valuable information," said *[Spokesperson's Name]*, *[Title]* of *[Your Organization]*. "This is accessible to everyone, including those without desktop access or active email addresses."

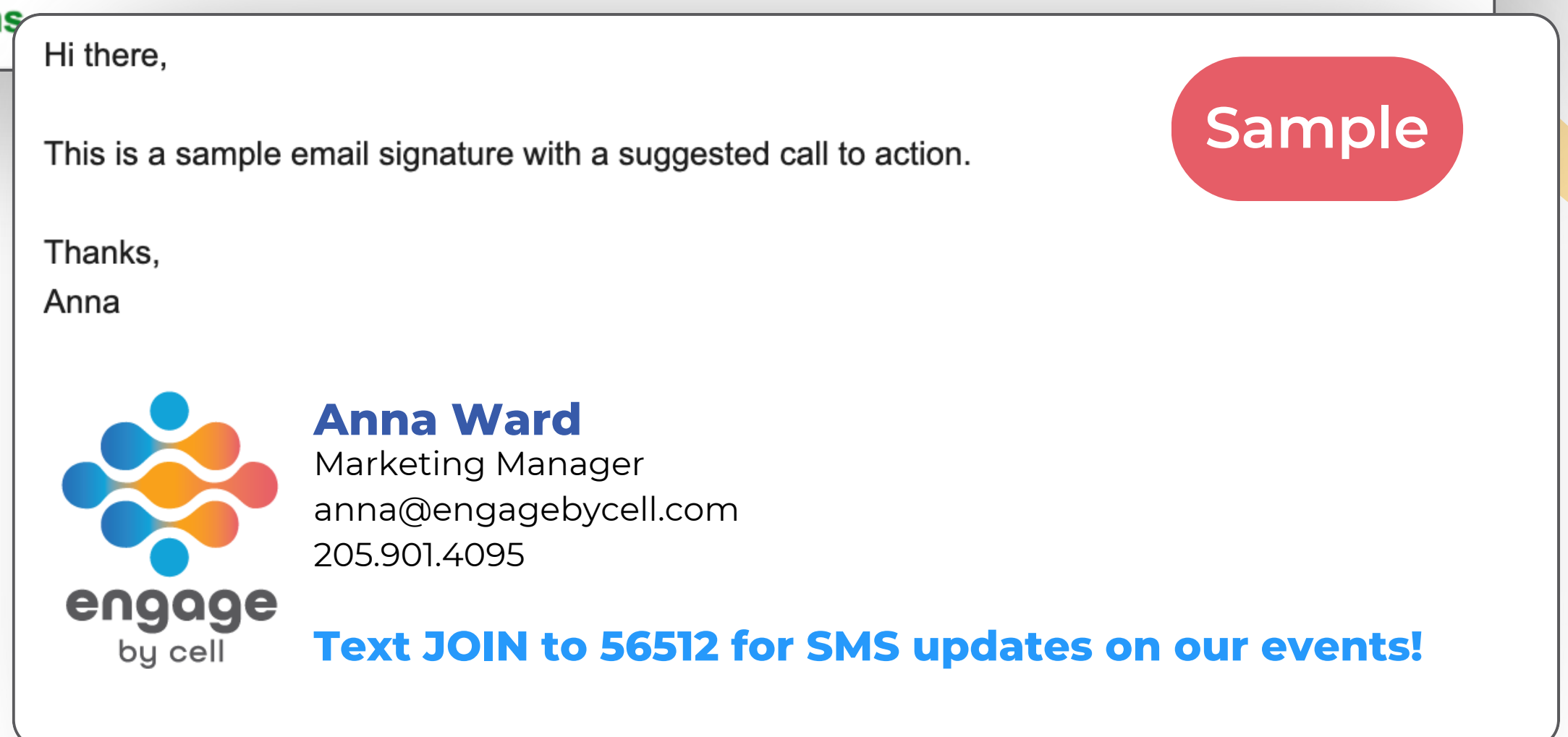
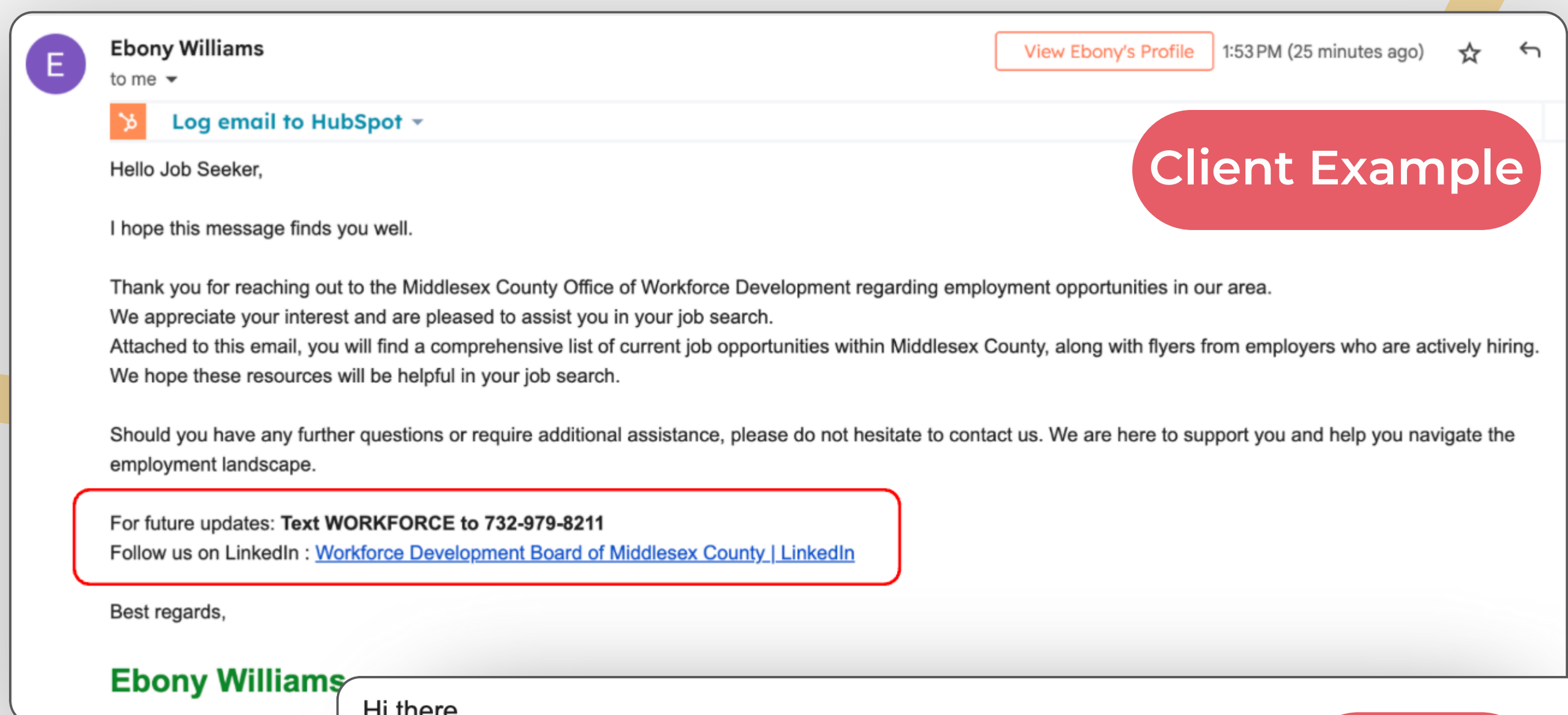
To learn more about this exciting new offering, visit *[website URL]* or follow us on social media.

Media Contact:  
*[Your Name]*  
*[Your Organization]*  
*[Your Contact Info]*

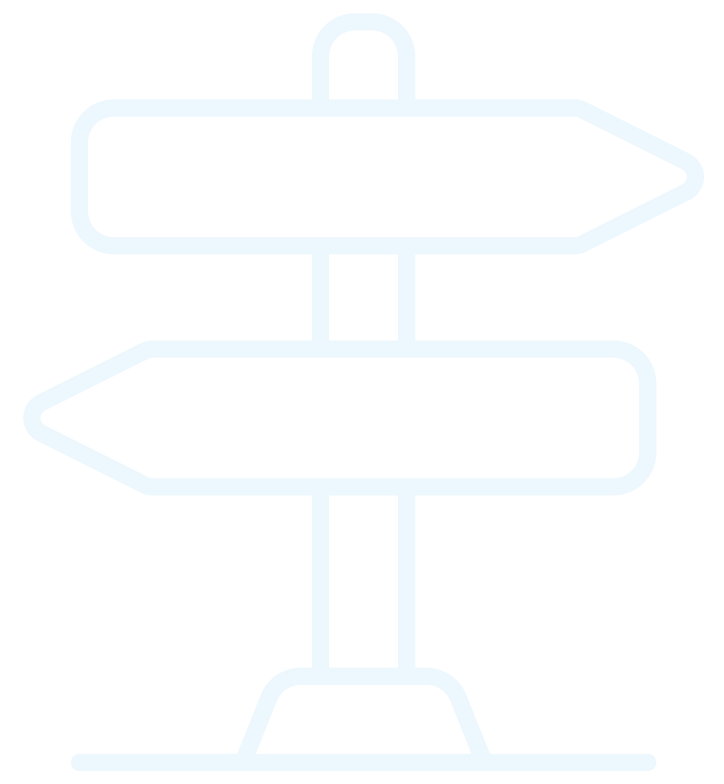


# Email Signature

Your email signature is a subtle but effective way to spread the word. Add your call to action before the signature, or after your information. You may also include a clickable link to a page with more details about the campaign.

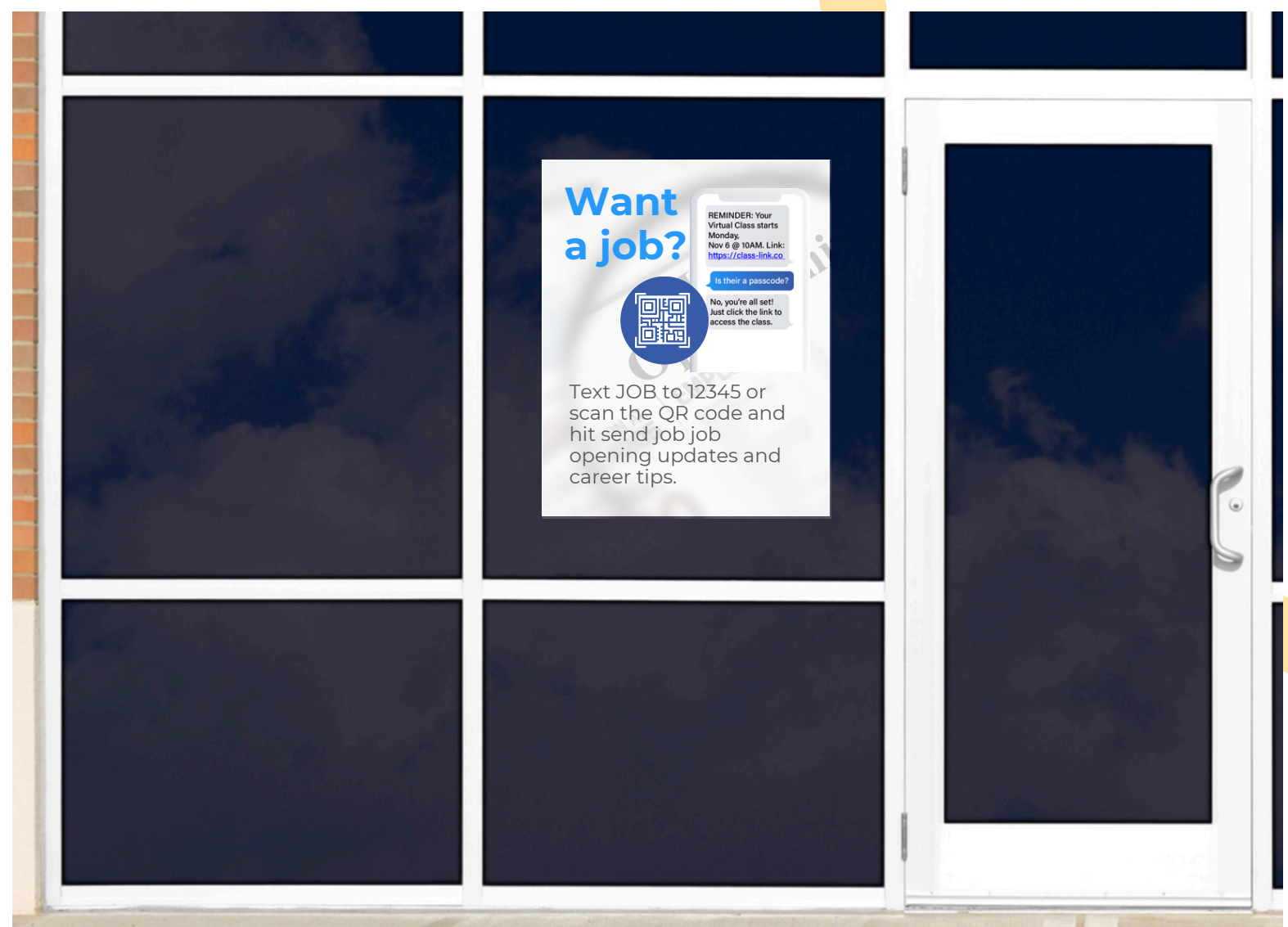
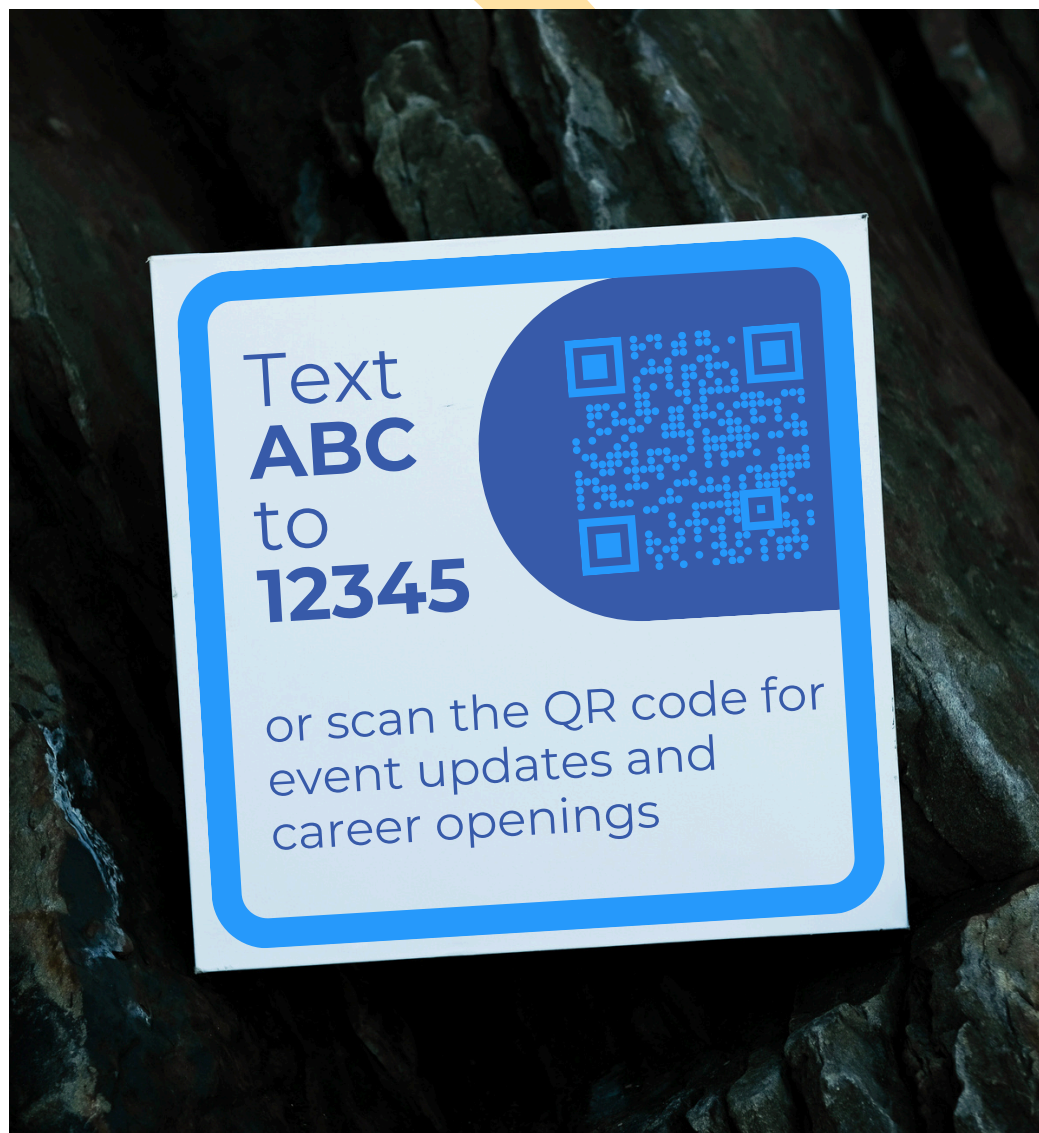
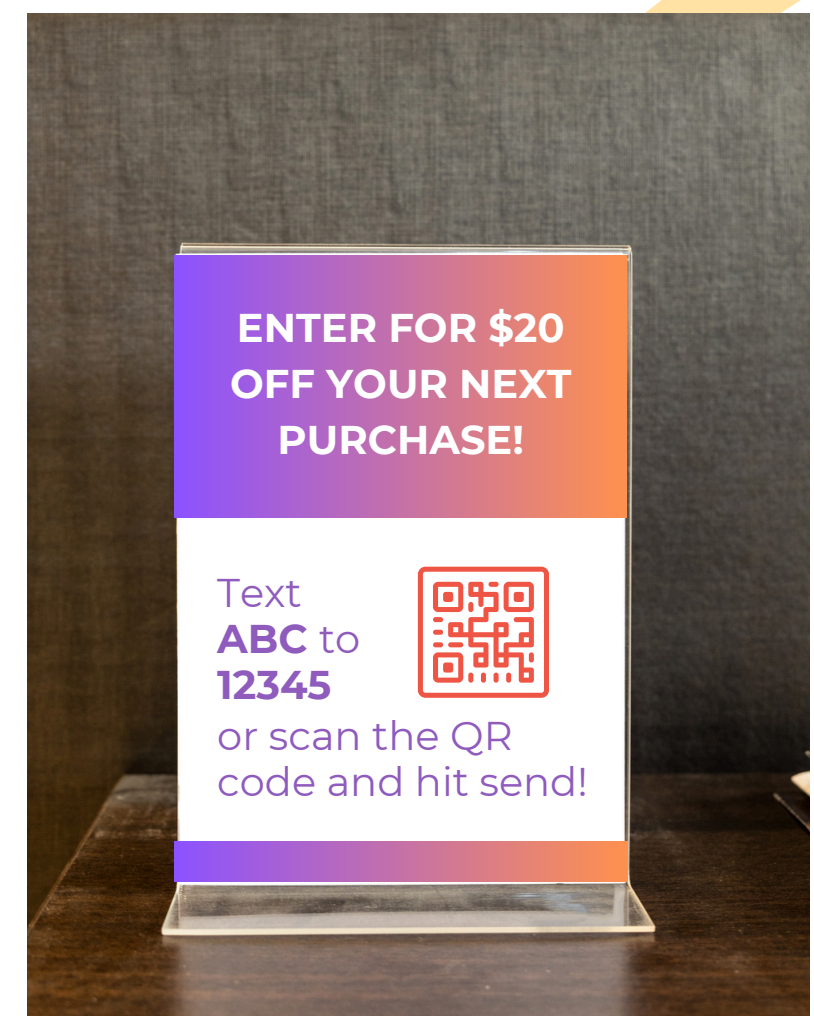
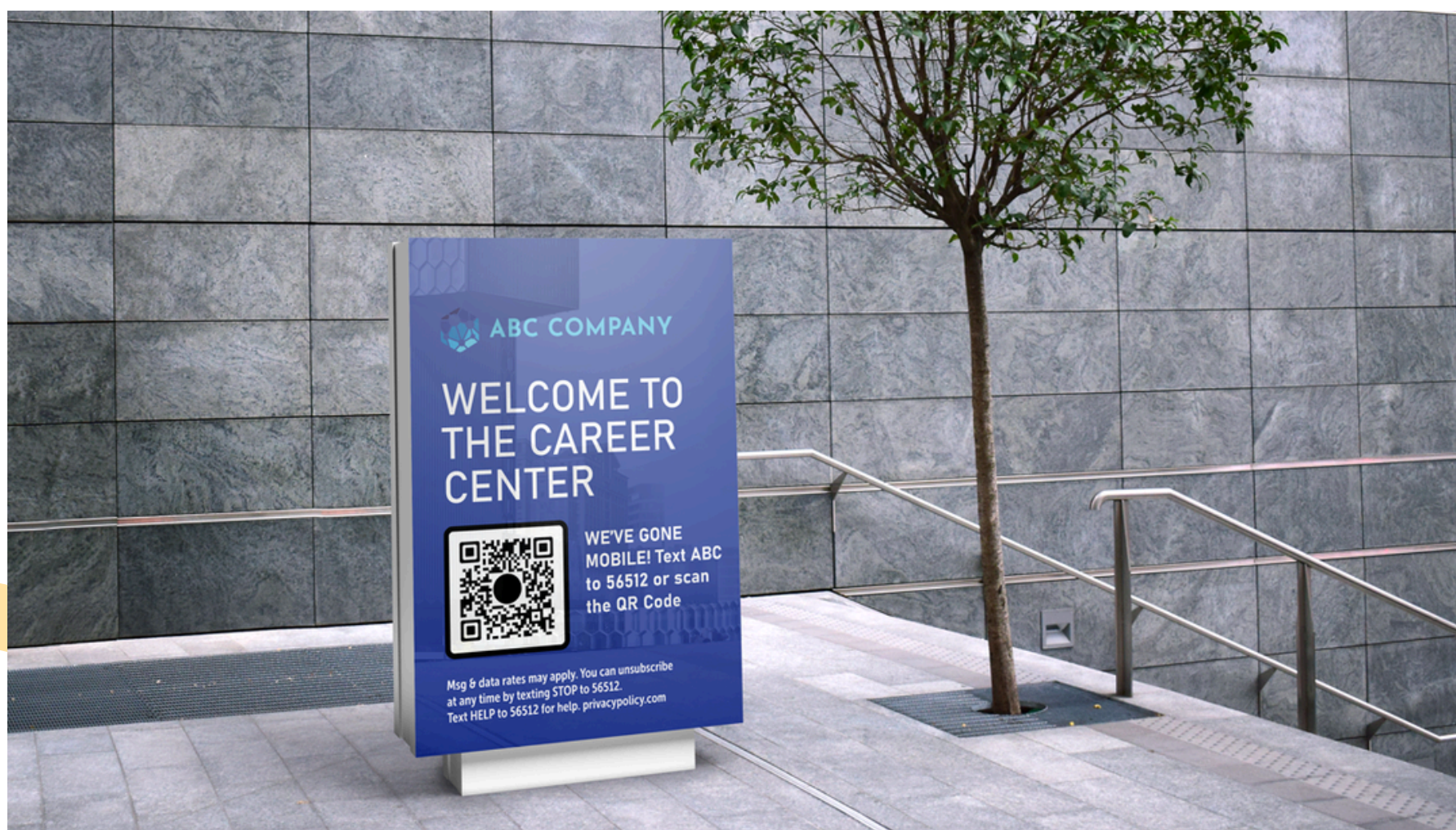






# Signage

Capture the attention of walk-in customers by adding eye-catching signage. Place a sign at your entrance, front desk, check out counter, monitors in waiting or break rooms, restrooms, etc.







# Advertising & Partnerships

Paid advertising can significantly boost your text messaging campaign by reaching a broader audience. You leverage social media ads, Google Search ads, banner ads, commercials, or traditional print and radio ads.

Clients have also partnered with local businesses to display signage in their brick-and-mortar locations or digital spaces.

## Client Commercial



## Sample



# Existing Processes

Integrate adding individuals to your SMS campaigns into your existing client, employee, participant, customer, or membership onboarding processes.

You could do this by having them text in to receive certain resources or adding consent language to existing forms or checkout processes.

☐ **Text me reminders**



Mobile phone number

+1 345-555-3922

By entering my phone number, I agree to receive regular SMS updates and reminders about ABC company. Message + data rates may apply. Reply STOP at any time to unsubscribe. View terms/conditions and privacy policy [here](#).



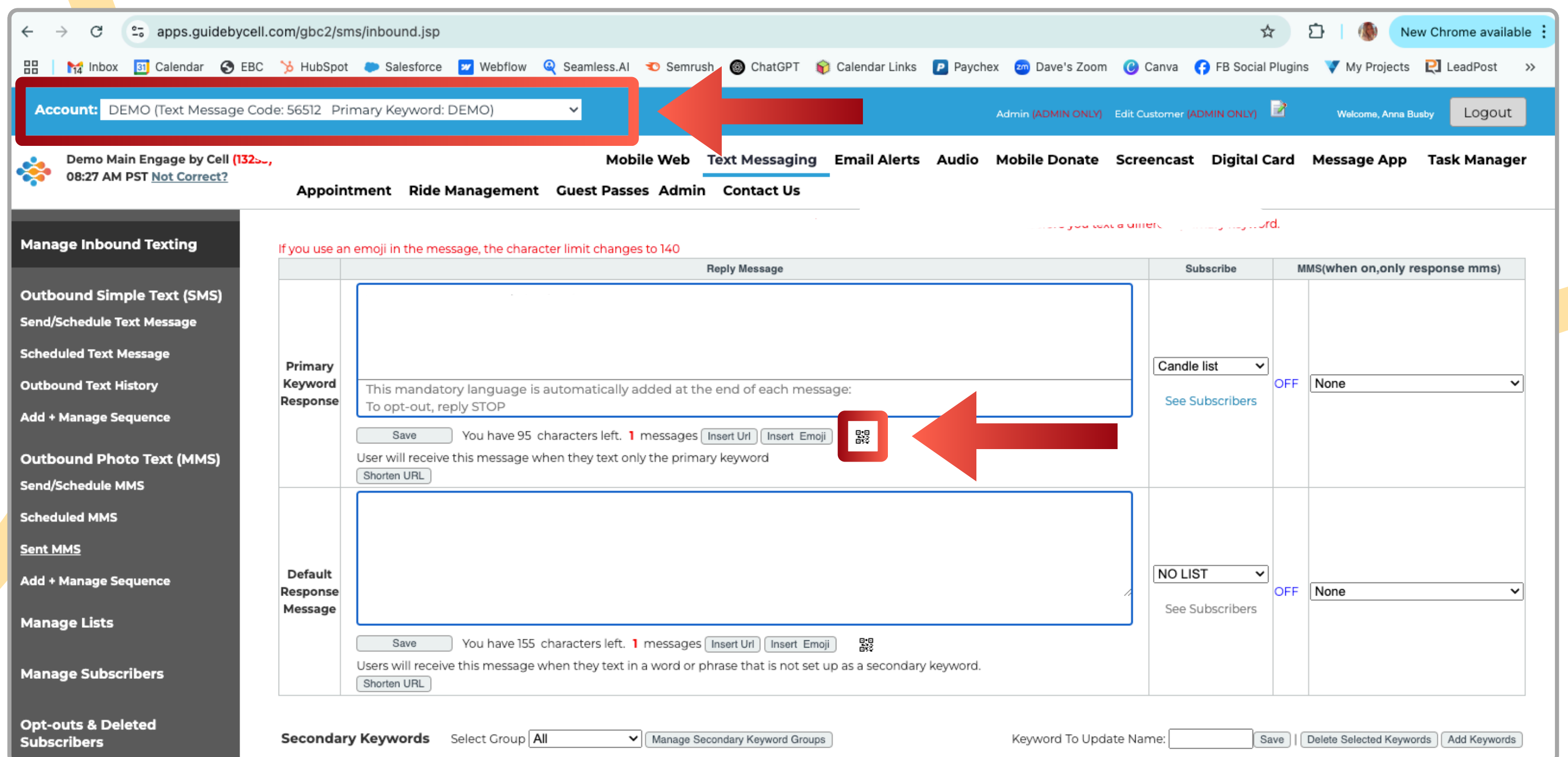
**Submit**





# Your Keyword & QR Code

Each account has its own keyword, text code, and QR code. You can find those here:



The screenshot shows the Engage by Cell web interface. At the top, the 'Account' dropdown menu is highlighted with a red box and a red arrow pointing to it. The account name is 'DEMO (Text Message Code: 56512 Primary Keyword: DEMO)'. Below the account menu, the 'Text Messaging' section is active. In the 'Primary Keyword Response' section, the 'QR Code' icon is highlighted with a red box and a red arrow pointing to it. The interface also shows a 'Default Response Message' section and a 'Secondary Keywords' section at the bottom.





# Best Practices

Consider the following to increase participation, engagement, campaign success, and subscriber numbers.

## 1 Who, What, When and Why!

The first message a subscriber receives should clearly state your organization, and what you are providing.

*Ex: “Thanks for subscribing! Engage by Cell will be sending you weekly updates on hot new tech tools!”*

## 2 Providing Immediate Value

Show subscribers the value of joining from the start.

*Ex: “Thanks for signing up! Enjoy early bird pricing to our annual event here: [link.com](#)”*

## 3 Offering Incentives

Offer a reward for joining your texting list.

*Ex: “Text JOIN to 12345 and receive a 10% discount on your next purchase.”*



# Best Practices

## 4 Engage with Interactive Content

Make your texts more engaging by including polls, surveys, or contests.

*Ex: “We value your input! Click the link to complete the short survey on our performance: [link.com](#)”*

## 5 Use Personalization Tokens

Address subscribers by name and tailor messages to their preferences.

*Ex: “Hi {FIRST NAME}, congratulations on completing Week 1! Any questions so far?”*

## 6 Send Timely and Relevant Messages

Keep your subscribers engaged by sending messages that align with their interests and needs.

*Ex: “Interested in welding? Our new internship program is open for applications! Apply here: [link.com](#)”*



# Best Practices

7

## **Measure and Adjust**

Regularly review your campaign metrics to see what's working and make improvements. Track key metrics like open rates, click-through rates, and subscriber growth. Experiment with different message types and timings to optimize engagement.

8

## **Continuity**

Once you start texting and build recognition and trust, you should continue in a regular cadence. If you stop for an extended period, you will need to reestablish trust and recognition.



# Sample Messages

## Workforce Development

Exciting In-Person Hiring Event Tuesday, October 15th from 9 am to 1 pm. To learn more click here: [link.com](#)

JOB ALERT! The County Bridge Commission is seeking part-time Toll Collectors \$18 per/hr. Details: [link.com](#)

Your monthly check-in is next week! Respond here to chat with your case manager.

NEW youth programs are available. Explore the opportunities here: [link.com](#)

Our NEW Welding Apprenticeship Program starts next week! Are you interested in a spot?

REMINDER: Your meeting at the AJC is this afternoon at 2:30 pm. Please bring a resume.

UNEMPLOYMENT SURVEY DUE: Click to submit now: [link.com](#)





# Client Signage

## Workforce Development

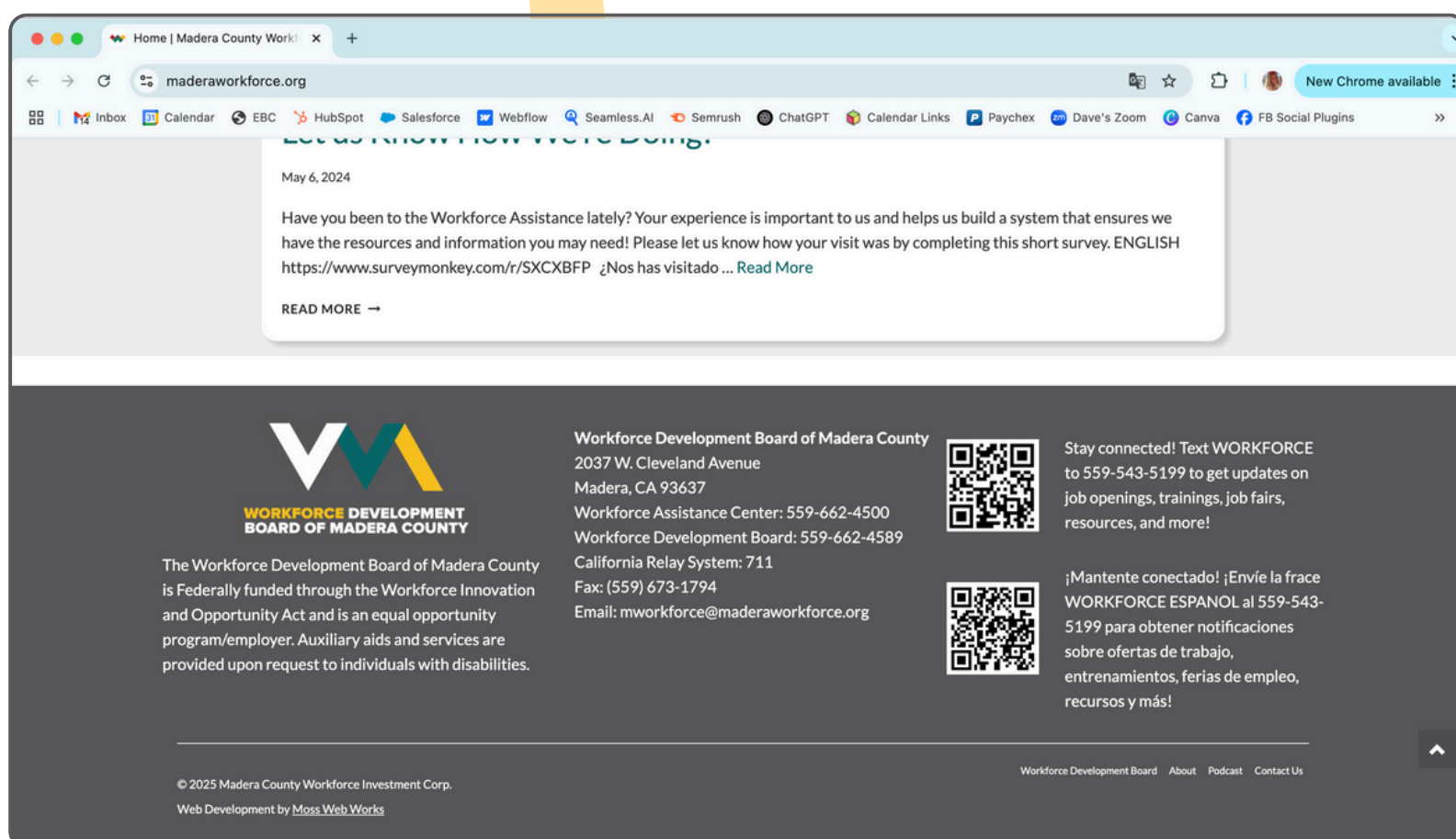


**MIDDLESEX COUNTY • NJ**

**WORKFORCE DEVELOPMENT GOES MOBILE**

SCAN OR TEXT  
**WORKFORCE TO 732.978.9211**  
to gain access to services provided by our One Stop Career Centers!

Hiring Events / Job Fairs  
Training  
SkillUp™ Middlesex  
Business Services



Home | Madera County Workforce Development | maderaworkforce.org

May 6, 2024

Have you been to the Workforce Assistance lately? Your experience is important to us and helps us build a system that ensures we have the resources and information you may need! Please let us know how your visit was by completing this short survey. <https://www.surveymonkey.com/r/SXCXBFP> ¿Nos has visitado ... [Read More](#)

**WORKFORCE DEVELOPMENT BOARD OF MADERA COUNTY**

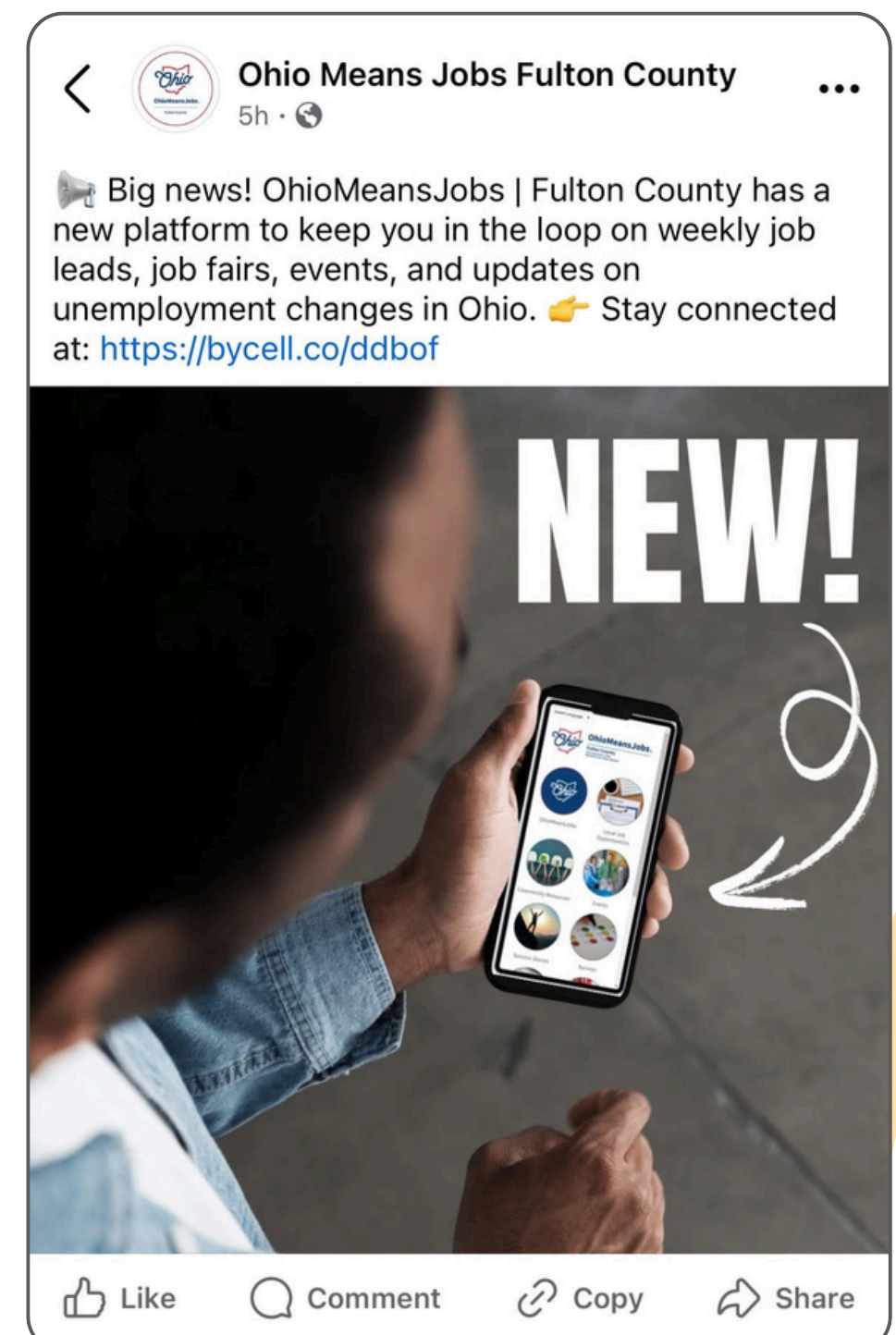
The Workforce Development Board of Madera County is Federally funded through the Workforce Innovation and Opportunity Act and is an equal opportunity program/employer. Auxiliary aids and services are provided upon request to individuals with disabilities.

Workforce Development Board of Madera County  
2037 W. Cleveland Avenue  
Madera, CA 93637  
Workforce Assistance Center: 559-662-4500  
Workforce Development Board: 559-662-4589  
California Relay System: 711  
Fax: (559) 673-1794  
Email: [mworkforce@maderaworkforce.org](mailto:mworkforce@maderaworkforce.org)

Stay connected! Text WORKFORCE to 559-543-5199 to get updates on job openings, trainings, job fairs, resources, and more!

¡Mantente conectado! ¡Envíale la frase WORKFORCE ESPANOL al 559-543-5199 para obtener notificaciones sobre ofertas de trabajo, entrenamientos, ferias de empleo, recursos y más!

© 2025 Madera County Workforce Investment Corp.  
Web Development by Moss Web Works



**Ohio Means Jobs Fulton County** 5h • 🌐

Big news! OhioMeansJobs | Fulton County has a new platform to keep you in the loop on weekly job leads, job fairs, events, and updates on unemployment changes in Ohio. 📱 Stay connected at: <https://bycell.co/ddbof>

**NEW!**

Like Comment Copy Share



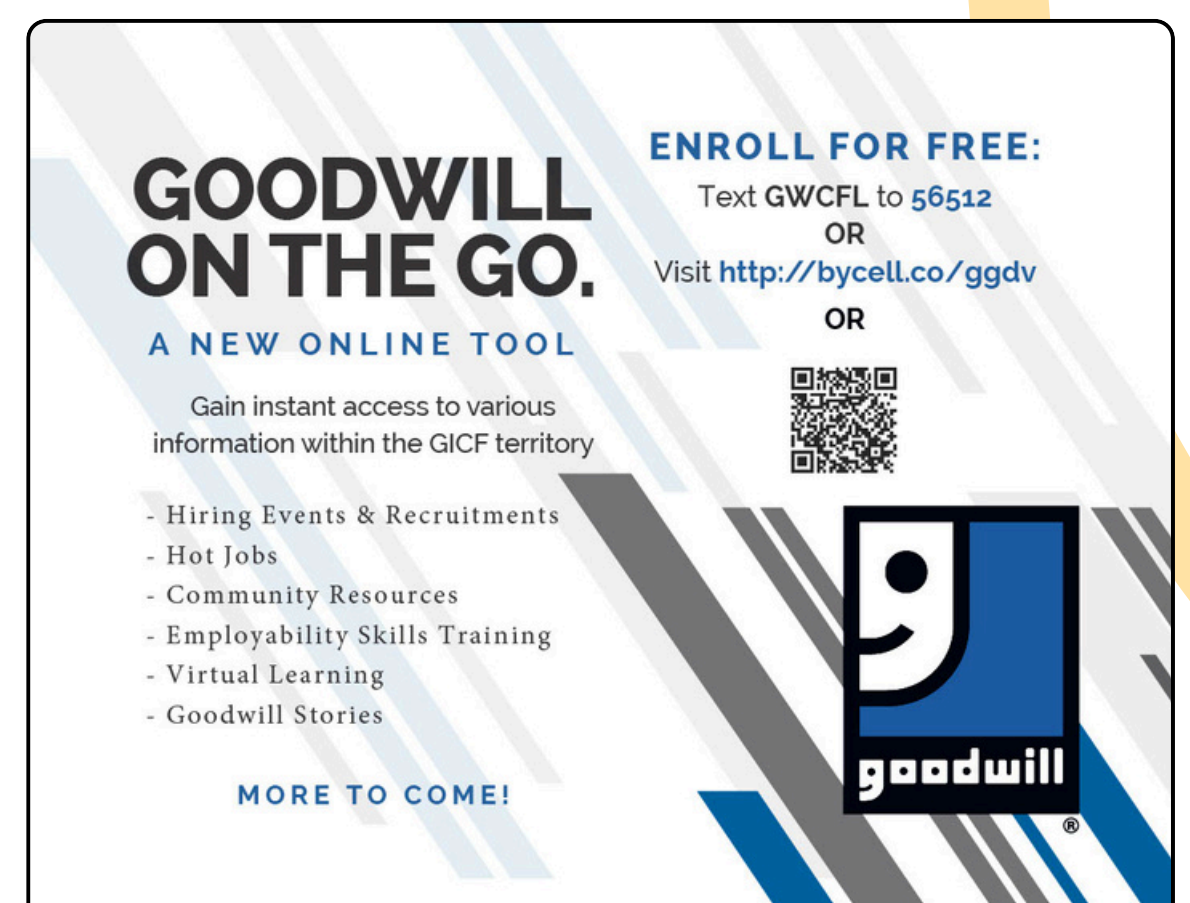
**Monmouth One-Stop Career Center**  
A proud partner of the American Job Center network

**Melanie Moffett**  
Project Director  
[melanie.moffett@Equusworks.com](mailto:melanie.moffett@Equusworks.com)  
(732) 683- 8850 Ext. 3011

60 North Taylor Ave.  
Neptune, NJ 07753  
[Workinmonmouth.com](http://Workinmonmouth.com)



**Scan to learn more**



**GOODWILL ON THE GO.**

**ENROLL FOR FREE:**  
Text GWCFL to 56512  
OR  
Visit <http://bycell.co/ggdlv>  
OR

**A NEW ONLINE TOOL**

Gain instant access to various information within the GICF territory

- Hiring Events & Recruitments
- Hot Jobs
- Community Resources
- Employability Skills Training
- Virtual Learning
- Goodwill Stories

**MORE TO COME!**

**goodwill**



# Sample Messages

## Cultural Institutions

Our holiday lights event is just around the corner! Add it to your calendar, and learn more here: [link.com](http://link.com)

Check out a digital scavenger hunt of our newest exhibit! Start here: [link.com](http://link.com)

Welcome to our Museum! Please click our link to view our smartphone tour. [link.com](http://link.com)

What an evening! Even though the party's over, you can still get your give on by completing your donation. [link.com](http://link.com)

Good question! The plant you are looking at is an Aster. Aster is a genus of perennial flowering plants in the family Asteraceae.





# Client Signage

## Cultural Institutions





# Sample Messages

## Events

Your input is valuable to us, and future events. Click here to complete the survey.

[Link.com](#)

Our Farewell Reception begins in the Ballroom Room at 6pm. Make sure you don't miss out on this great networking opportunity.

This morning's session on Building Community at Work begins at 9:12 in Ballroom A! See you there.

The bus leaves this morning at 10:15 am sharp! Meet us in the hotel lobby by the business services center

ITS GIVEAWAY TIME! Visit booth 101 and 235 and enter to win an iPad or designer bag!

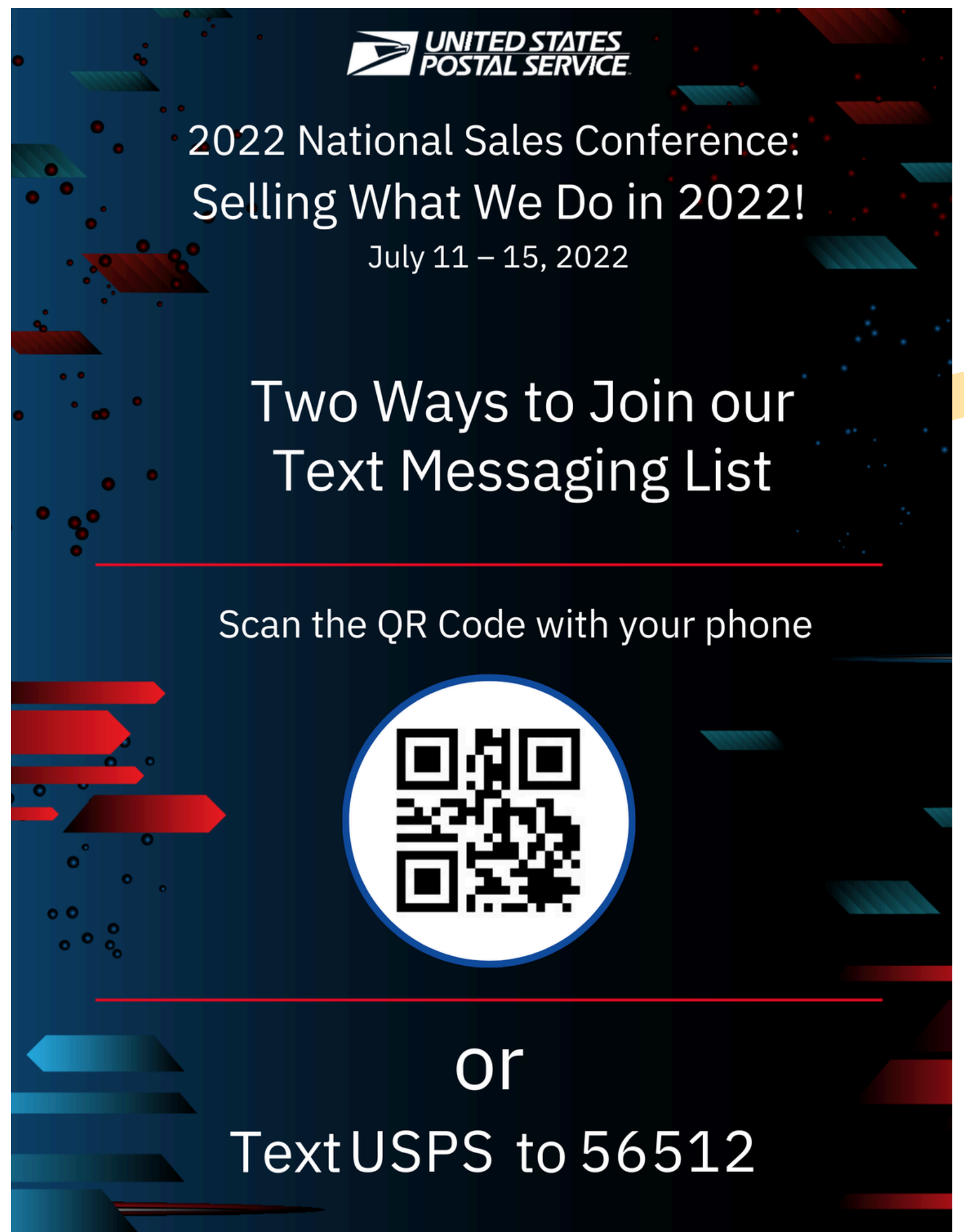






# Client Signage

## Events





# Sample Messages

## HR/Training

Hello all employees! This is our new text messaging alert service! You will receive important updates and info here.

No faculty meeting today. The next meeting will be on March 18th.

WEATHER ALERT! Freeze warning is in effect, remember your driver protocol: [link.com](http://link.com)

Open enrollment starts next week! Click the link for plan info: [link.com](http://link.com)

Welcome to week 1! Your checklist and some FAQs are linked here: [link.com](http://link.com)





# Client Signage

## HR and Training





### Access your Generac Benefits Anytime, Anywhere!

As a Generac employee, you can now access most employee benefits plan information and resources when you're "on the go" from your mobile device.



Nothing to install!  
Access from a computer, tablet or smartphone.



**Searchable**  
Quickly find service contact information and online resources



**Benefits Plans**  
Review benefit plan design information and find online provider directories



**Perks**  
Access group discount codes and information.



**Forms**  
Download and print benefit-related documents and forms

**generac.mybenefitsapp.com**

Add an icon to your smartphone for quick access

**iPhone**



Tap the Share icon in Safari's lower menu bar



Tap the Add to home screen icon

**Android**



Tap this icon in the top right menu bar

Select: Add to Home screen

**GENERAC**



**PI PRINCE & IZANT COMPANY**  
CUSTOMER FOCUSED. SOLUTION DRIVEN.

### BENEFITS ON THE GO

Have you ever been at a doctor's office and wished you had quick access to your benefits information? *What's my co-pay? How much is my deductible?* We have good news: our benefits information has gone "mobile"! To access the site on your mobile phone, scan the QR code to see your benefit plan information on your mobile device. It's simple to use, providing key benefit highlights at your fingertips!

Simply scan the QR code below.




Brought to you by  
**AON**





# Sample Messages

## General Marketing

Reminder: Your appointment is on 2.25.25 at 10:00. Need to reschedule? Reply YES or call 555-2877.

Hi, we can't wait to welcome you to our hotel! Check-in starts at 2:00. Need anything before you arrive?

Exclusive deal just for you! Get 25% OFF your next purchase with code SAVE25. Shop now: [link.com](https://link.com) Hurry—offer ends soon!

Craving something delicious? Enjoy 15% OFF your next meal with code YUM15! Order now: [link.com](https://link.com) or show this text in-store. Valid until 12.25.25!





# Client Signage

## General Marketing



### Text Messaging Sign Up

Thank you for your interest in the DC Ranch mobile phone text messaging platform. By enrolling, you will receive text messages based on the topics you select. If you do not know your lot number or village, leave those fields blank, and a DC Ranch team member will add that information.

Residents can expect to receive one to five messages per month and can opt out or change their preferences at any time.

Residents who decide not to receive text messages from DC Ranch will not miss out on community news. The DC Ranch team will continue to provide information via email, on [DCRanch.com](http://DCRanch.com) and in [Ranch News](#) and [Ranch Roundup](#).

*Message and data rates may apply. Residents can unsubscribe at any time by texting STOP to 56512.*

"\*" indicates required fields

Name \*

First

Last





# Sample Messages

## Fundraising

Thanks for your support! Click our link to complete your donation: [link.com](https://link.com)

It's #GIVINGTUESDAY. Join in the community of givers. Donate to our Foundation, to support our mission [link.com](https://link.com)

Respond with your name, and your pledged dollar amount to add your gift to the screencast thermometer.

We need volunteers for an the upcoming gala! Click the link to learn more about the open positions: [link.com](https://link.com)

We are \$500 away from our goal! Click here to help us get there: [link.com](https://link.com)



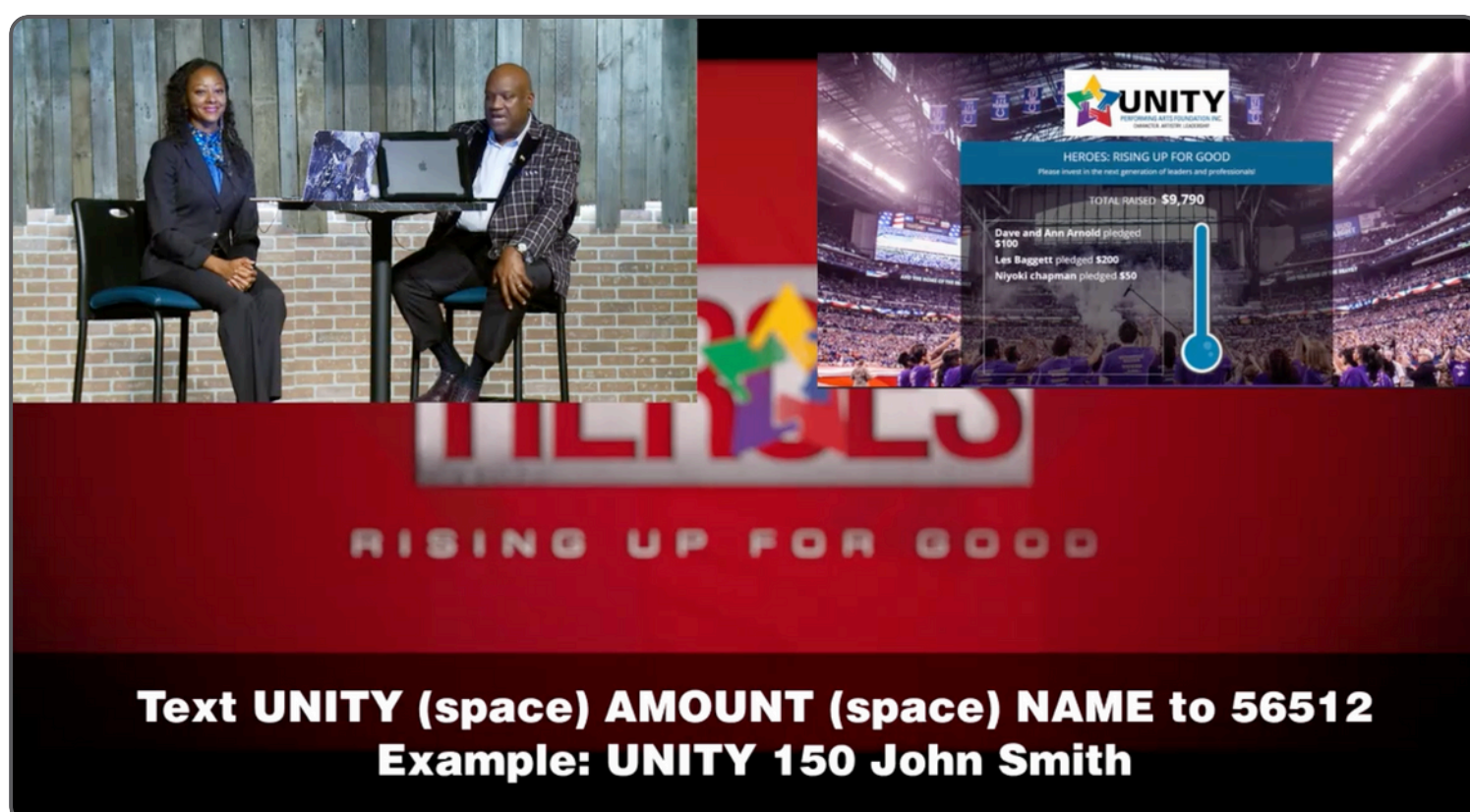
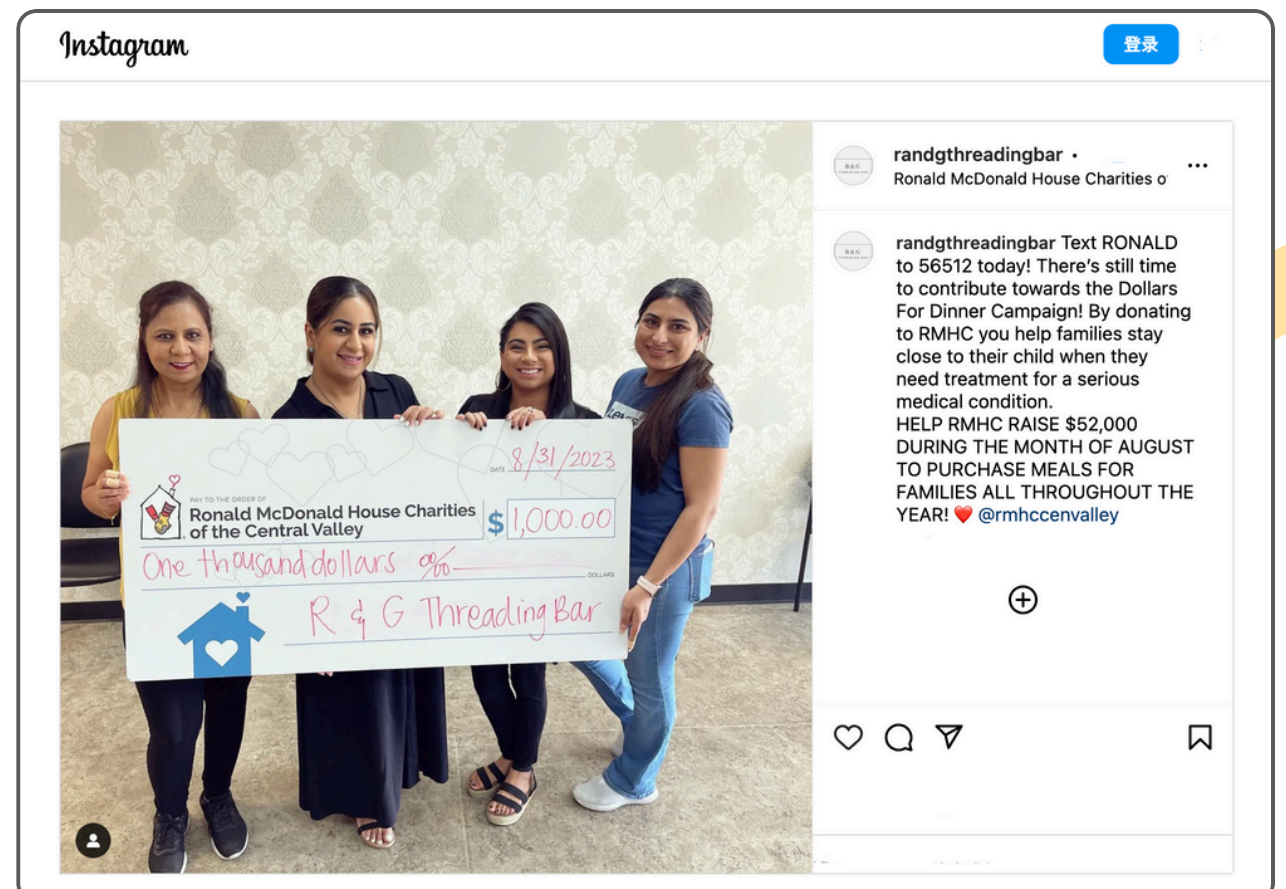


# Client Signage

## Fundraising



[Click to watch the commercial.](#)



[Click to watch the video.](#)

