

# Smart Texting™

**Strengthen relationships with your mobile audience with targeted text dialog exactly like it came from you.**

## Overview

- **Invites, touch-ins, links, contact info and dialog** – Accelerate your communications with text messages to gain responses by delivering dialog related to your campaign right into the hands of your mobile audience, as if you had sent it yourself.
- **It's from you and your number** – We identify the cell numbers on your list and send text messages from you. Stand-alone or integrated with your Boxpilot voice or email campaign, our live call agents ensure that each text message is delivered flawlessly, one-at-a-time; we can handle responses and dialog, or you can.



**B2B texting is part of the mix – we can help!**

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## Features

- **Synchronize your texts** – Time with voice contact and email communications as part of an integrated campaign.
- **Customize your texts** – Use a standardized message or have it customized for each individual.
- **Embed links and phone numbers** – Make it simple and speedy for recipients to respond with interactive feedback via links or call backs to your sales rep. All they do is click or text back.
- **Choose the originating phone number** – Messages can come from your marketing team, your local offices, your individual sales rep or any other number you choose.
- **Optional inbound services** – Unlike batch texting, Boxpilot's live agents can accept inbound messages, inquiries and campaign responses and respond or forward them to your team.

## Benefits

- Respectful medium that grabs attention
- Builds relationships better than competitors
- Low cost extension to current campaigns
- Increases reach to mobile target group
- Good visibility – uncluttered marketing medium
- We I.D. cell phones numbers; improves your data
- One-at-a-time (vs. batch) = almost 100% delivery
- Responses/dialog can go directly to you, or to us
- Capitalizes on trend of quicker communication
- Gets your sales reps in audience's address book

## Applications

- RSVP to invitations and confirm reminders
- To build relationship with your sales rep; friendly
- Reach audiences during events and trade shows
- Send links to follow-up voice contact
- To get into their cell phone address book
- To engage call-backs by recipient clicking number

## Boxpilot is your outsource texting team!



**Boxpilot Live  
Call Agents**



**...Text dialog with  
your targets, from you**

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