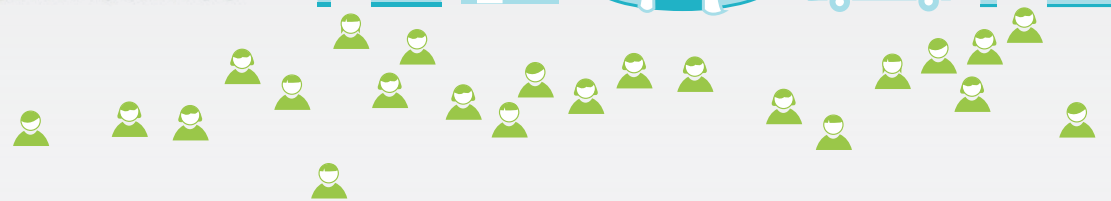
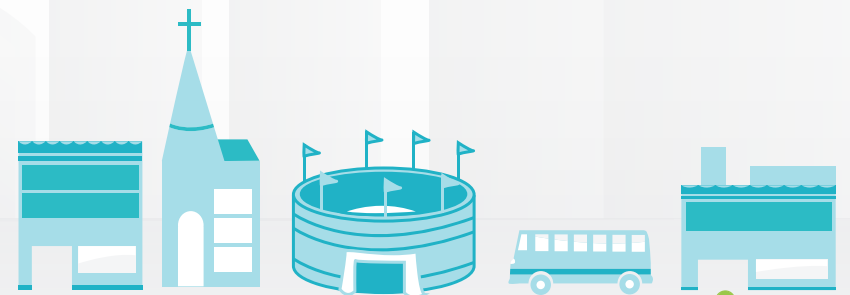
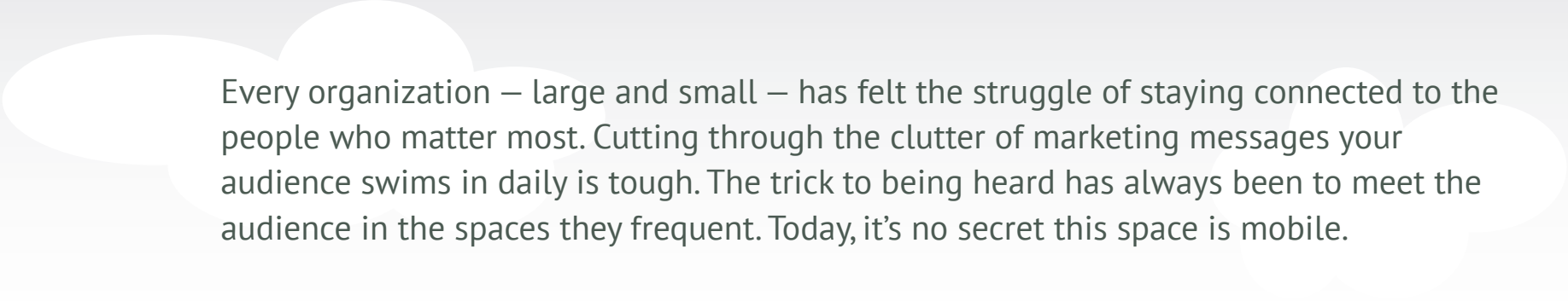


**Be mobile.  
Be heard.**

# SendTree 101

How to use mobile marketing and messaging to engage and inform your target audience





Every organization – large and small – has felt the struggle of staying connected to the people who matter most. Cutting through the clutter of marketing messages your audience swims in daily is tough. The trick to being heard has always been to meet the audience in the spaces they frequent. Today, it's no secret this space is mobile.

[A report from Cisco](#) says smartphone usage grew 81 percent in 2012. According to a [Time poll on mobile devices](#), 66 percent of respondents said they would take their wireless mobile device to work instead of their lunch. Every day you see your customers, friends, employees and family glued to tiny devices they carry everywhere. This represents a tremendous opportunity for organizations to be heard. SendTree helps you do that.

We've pulled together *SendTree 101* to illustrate the many ways SendTree can help all types of organizations connect with their key audiences. For each type of SendTree user, we've included

- Key audiences you can reach with SendTree
- Sample messages you might send
- Tips for getting your audience to sign up for your SendTree list

*SendTree 101* is all about helping you boost your marketing and engagement with your audience, so get creative and start creating connections with SendTree!

# POLITICIANS

Let's say you're pulling in your team and you need to help your volunteers organize their volunteers and work collectively toward your election goal. With SendTree, you can create an account and have multiple SendTree lists—a list for volunteers working on events, a list for volunteers working on media, a list for your supporters to follow your every thought. Each tree can be specific to your need and communicate timely messages for your key audiences via text, email, social media or voice message. (Wouldn't you love to get a "personal" call from your favorite political candidate?) SendTree takes your messages to the right level at the right time you need action.

*sample messages*

## MARKETING (voice message)

“ Hi, this is June Harris, your candidate for U.S. Senate. Thank you for your support during these last few days before the election. If you haven't, please encourage your friends and neighbors to vote as well. Change is ahead. Let's make it happen November 5. Thank you. ”

### ALERTS

On the steps of City Hall at 1 p.m., June Harris will address crime rates. Don't miss this important talk.  
[sendtree.com](http://sendtree.com)

### MARKETING

The first 100 people to sign up for June Harris' email list will receive a free t-shirt. Sign up now to wear your support!  
[sendtree.com](http://sendtree.com)

### LOGISTICS

Registration Volunteer: Please report to your station in 10 minutes. The lines are growing!  
[sendtree.com](http://sendtree.com)



## KEY AUDIENCES

- Volunteers (alerts, logistics, marketing)
- Supporters (alerts, marketing)
- Staff (alerts, logistics)

## GET THEM TO SIGN UP

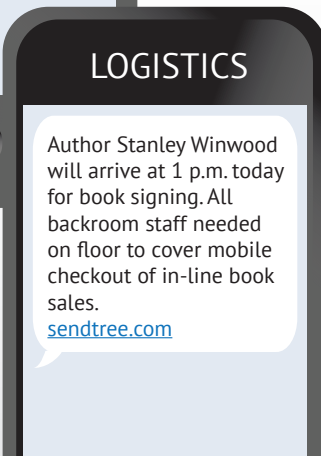
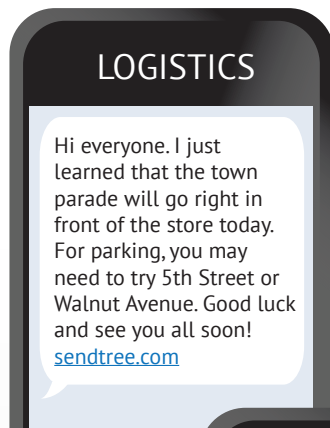
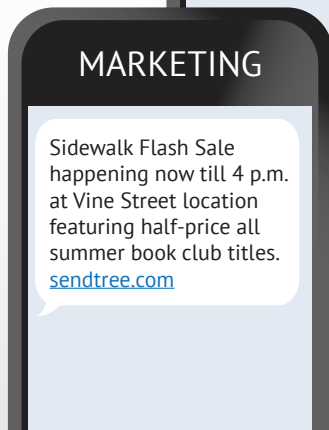
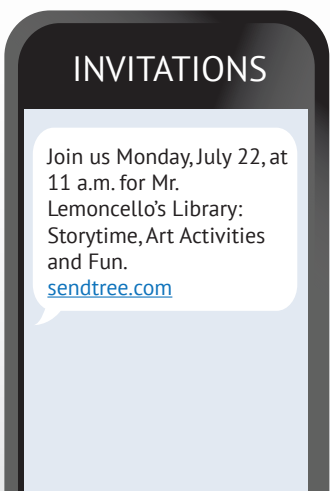
- On a volunteer registration form that already asks for a cell phone number, give volunteers the choice to "opt out" of receiving SendTree messages. Add all those who don't opt out to the appropriate SendTree list.
- On your website, include the SendTree button alongside your other social channel icons.
- Make your marketing-focused SendTree phone number public, giving supporters and volunteers a consistent, direct way to receive messages from you.

# RETAIL SHOPS

## RETAIL EXAMPLE 1

Let's say you own a bookstore and host a handful of events each month based on genre and visiting authors. You can create a SendTree list for each type of book club event you host and let club members select how they want to stay apprised of the next book to read, the date they'll meet and other news. Your patrons can just text "JOIN" to your SendTree list number and start getting your news right at their fingertips.

*sample messages*



## KEY AUDIENCES

- Customers (marketing, invitations)
- Club Members or "Preferred Customers" (invitations, logistics, marketing)
- Employees (logistics)

## GET THEM TO SIGN UP

- List SendTree information on the back of sales receipts telling customers to sign up to receive information about store promotions, sales and new arrivals.
- During checkout, ask customers if they would like to receive 15 percent off their next purchase for joining SendTree.
- Create exclusive in-store or online events and offers such as after-hours preview parties or meet-and-greets with special guests only for SendTree participants to encourage users not to opt out.

# RETAIL SHOPS

## RETAIL EXAMPLE 2

Perhaps you sell mattresses and bedding with a big semiannual sale coming up in a few weeks. You can run an (expensive) ad in the local paper, and share it on Facebook, Twitter and Instagram. Those would most likely be effective tactics to have in your marketing mix. But with SendTree, you can more directly reach the audience that has proven they are willing to buy from you – your actual customers. Keep them as customers by letting them know about sales before the masses hear the news. Make SendTree a perk for “Preferred Customers.” Make them feel like a hero for getting to the big sale first.

*sample messages*

“ALERTS (voice message)  
Good morning. We are short a CSR this afternoon due to a family emergency. If you are able and interested in coming in for a few hours starting at 1 p.m. today, please call Harry. Thank you!”

### MARKETING

Our biggest sale of the season is coming! Mark your calendar for Sept. 5. Visit our online store for a preview of all the goodies.  
[sendtree.com](http://sendtree.com)

### MARKETING

It's getting crowded in here. Help us make space for new merch. Up to 75% off many mattresses, \$99 twin sets and more!  
[sendtree.com](http://sendtree.com)

### MARKETING

Glorious lace-edged throw pillows from Ginny Roe's darling Charleston boutique are here and in short supply. Stop in and pick up a few.  
[sendtree.com](http://sendtree.com)

# RESTAURANTS

Let's say you want to communicate your daily lunch or dinner specials to customers right when they are making decisions about what to eat. Sounds great, huh? With SendTree, your regulars and website visitors can simply text "JOIN" to your personal SendTree number to join your daily specials SendTree list. Schedule messages to be sent when it makes the most sense. That might be 10 a.m. on weekdays for lunch specials and 3 p.m. for dinner specials. Your customer will get the news every day just how they like it, via text, email, voice message or over easy – wait, maybe not the last one.

**TIP:** Give away a daily special lunch each week as encouragement to get your customers to sign up for your news.

sample messages

## MARKETING (voice message)

“ Hey folks. Chef Henry Cho here. Our bacon-wrapped duck is back on the menu tonight so come and get it. We're serving it with a side of cheddar chive smashed potatoes and our famous jalapeno cornbread. See you tonight! ”

### ALERTS

Our electricity was out last night due to the ice storms. We're sorry, but we'll be closed this morning. Stay warm and safe out there!  
[sendtree.com](http://sendtree.com)

### MARKETING

Kids eat free tonight when you mention this message.  
[sendtree.com](http://sendtree.com)

### MARKETING

We're trying out a new coffee blend, and would love to know what you think. Come by today for a free cup on us!  
[sendtree.com](http://sendtree.com)



## KEY AUDIENCES

- Lunch patrons (alerts, marketing)
- Dinner patrons (alerts, marketing)
- Preferred customers (alerts, marketing)
- Special diet clientele (alerts, marketing)

## GET THEM TO SIGN UP

- Promote your SendTree program by listing your SendTree list phone number(s) on menus, table tents and signage. Use QR codes to link the person directly to the SendTree signup page.
- Create an incentive for signing up. Let them get a free drink, percentage off a meal or scoop of ice cream for joining your SendTree list.
- Make it easy for patrons to opt in for the messages that are most relevant to them by allowing them to choose lists for lunch, dinner, special diet, preferred customer, etc.
- Create SendTree lists for users who don't want to receive messages daily. Those could be special offers, new menu announcements or special events announcements.

[sendtree.com](http://sendtree.com)

# SPORTS TEAMS, SCHOOLS, DAY CARE CENTERS, CLUBS

SendTree can make your traditional phone tree so much easier! Weather get in the way of a game, school start time or meeting? Just log on to your SendTree list and within seconds, send your weather update and delay notices to staff and parents alike. Or maybe your baseball practice field or meeting room was double booked. Use SendTree to notify people of the change fast.

*sample messages*

## LOGISTICS (voice message)

“ Hello teachers. Students riding bus No. 325 will be arriving late to school due to a traffic incident not involving the bus. These students will be given excused late passes. Students who have passes should not be marked late. Please collect passes and return to main office. ”

### ALERTS

Tonight's JV and Varsity girls' basketball tryouts are cancelled due to severe weather.  
[sendtree.com](http://sendtree.com)

### REMINDERS

Graduating seniors must pick up cap and gown at front office by 3 p.m. on Thursday, May 30.  
[sendtree.com](http://sendtree.com)

### UPDATES

The PTA is in need of 15 parent volunteers to assist with Field Day activities on Friday, May 16. Please contact Maryanne Shaffer to sign up.  
[sendtree.com](http://sendtree.com)



## KEY AUDIENCES

- Parents/caretakers (updates, alerts, reminders)
- Staff (logistics, alerts, reminders)
- Students (alerts, reminders)
- Colleagues (updates, alerts, reminders)

## GET THEM TO SIGN UP

- Introduce the SendTree program to teachers and explain how the school plans to use it, and then prompt them to opt in at that time.
- Include the SendTree information at all parent touch points and encourage teachers to communicate the program and how the school will use it during parent-teacher conferences.
- Let students know they can get the latest updates such as school closings and delays from the school via text messages and post the opt-in number in easy-to-find places.
- Coaches should include the SendTree list phone number in any parent or player communications so they know how they will be alerted of any practice or game reminders or alerts. Emphasize how much easier this is than the typical phone tree.

# RELIGIOUS ORGANIZATIONS

SendTree makes it easy to help your congregation become and stay engaged. Create SendTree lists to keep the Sunday sermon on their minds all week long with inspirational devotions and exercises for thoughtful dinner conversations. Supply your youth groups with mobile messaging and see your kids engage in a whole new way. Update volunteers when information changes so they know where to go and what to do for every project. All they have to do is text "JOIN" to the appropriate SendTree list phone number.

*sample messages*



## KEY AUDIENCES

- Members (inspiration, updates, alerts)
- Staff (alerts, logistics)
- Church groups (inspiration, alerts, logistics, updates)
- Volunteers (inspiration, alerts, logistics, updates)

## GET THEM TO SIGN UP

- Include information about SendTree in the weekly bulletin with an explanation of how the church will use it.
- Create separate SendTree lists for individual groups and events that require volunteers and logistical planning as well as a general organization-wide list to make sure the right messages are going to the right people.
- Have volunteers sign up for the event-specific SendTree list when they sign up or check in to the event.



# NON-PROFIT ORGANIZATIONS

You love your volunteers, but managing them can be a major headache. We've got your back. SendTree allows you to create a dashboard of segmented SendTree lists for each of your volunteer groups, which allows you to quickly, safely communicate with them all. Whether you need to tell them what time to arrive or quickly shift gears due to a weather emergency, SendTree allows you to communicate on the fly.

*sample messages*

## LOGISTICS (voice message)

“ Hello valued volunteer! You have been assigned to Group Green. Your group will prime and paint the first floor living room and bathroom at 1 p.m. on Tuesday, May 9, 2013. Please dress appropriately and wear closed-toe shoes. All paint supplies will be provided. If you have any questions, please call Jose Higgins at 555-5555. Thank you! ”

### UPDATES

Mayor Hanke will perform a groundbreaking ceremony at Stanton Park at 10 a.m. The press has also been invited to attend. Please attend if you are able.  
[sendtree.com](http://sendtree.com)

### ALERTS

Due to the extreme heat, we are postponing today's Walk13 walkathon to next Saturday, July 18, 2013.  
[sendtree.com](http://sendtree.com)

### MARKETING

We reached our fund-raising goal thanks to you! A million thank yous from our organization and the 100s of children who will benefit from your generosity.  
[sendtree.com](http://sendtree.com)



## KEY AUDIENCES

- Employees (alerts, logistics)
- Board Members (alerts, logistics, updates)
- Volunteers (logistics, alerts, updates)
- Supporters (marketing)

## GET THEM TO SIGN UP

- Include SendTree signup as part of the process for onboarding new employees and board members.
- On volunteer signup forms, include the event-specific SendTree signup number and briefly explain how it will be used to keep them updated with important information.
- Set up separate SendTree lists for employees, board members and volunteers. Be sure to explain to board members and staff they will need to opt in to SendTree updates that are event specific.

# FOOD TRUCKS

Oh food truck, how we love you. You are already about as mobile as it gets. Match your messages to your wheels and get into the heads and stomachs of your followers. Tell them where you're going to be so they can make tracks to your truck. Make a separate SendTree list with fun tips like how to recreate your food sensations at home. Give your exclusive SendTree audience special offers just for signing up. You have so much power! SendTree can be your mobile marketing experience that works on your budget, on your time and for your customer's preferred delivery methods. We help you blend social and mobile in a way you've never experienced.

*sample messages*

## MARKETING (voice message)

“ Good morning, it's Chef Reggie from The Urban Yucca food truck. We're giving away free food! When you spot our truck, mention our location on Twitter or Facebook and receive a free taco when you show us your mention the next time you stop by. ”

### ALERTS

We'll be parked outside the Government Center 12-1:45 p.m. in front of the Washington Street exit today. Today's special: Curry Chicken Kebab. Yippee!  
[sendtree.com](http://sendtree.com)

### MARKETING

Howdy South Centre food truck fan! We're in your hood. Catch us from 5-9 p.m. on the corner of Central and College.  
[sendtree.com](http://sendtree.com)



## KEY AUDIENCES

- Preferred customers (alerts, marketing)
- Location-specific customers (alerts, marketing)
- Customers who want to know when specific menu items are available (alerts, marketing)

## GET THEM TO SIGN UP

- Slap a QR code on your truck so smartphone users can easily scan and sign up for your SendTree list(s).
- Create a preferred customer program that gives VIP customers access to special deals shared via a VIP SendTree list.
- Set up a SendTree list for each location/neighborhood your truck frequents, and then post the opt-in numbers for each location on your truck. These neighborhood-specific opt-in messages feel personal and prevent message overload.
- Create a general SendTree list that sends information that is relevant to all your customers, no matter the location. Update them with new menu items and specials. Post the opt-in number on your truck so it is always visible and easy to see.

# BANDS

You thrive off your fans and they can't wait for your next show. Keep in touch with them so they never miss a beat. New releases, appearances, contests – you can create a SendTree list for any need to reach any fan within seconds. Fans simply text “JOIN” to your SendTree list phone number.

*sample messages*

## MARKETING (voice message)

“What's up. It's Greg from the Wicked Quizzes. We just announced a new show at Red Rocks on Aug. 23. We'd love to see you in beautiful Colorado. Visit our website for ticket info. Peace out.”

### ALERTS

You are invited to a Secret Show. At 9 p.m., Aug. 17, we will be playing at Hotel Café in Hollywood. No cover. First come, first served.  
[sendtree.com](http://sendtree.com)

### UPDATES

New EP just released! We are giving it away to our biggest fans. Visit [dragondance.com/ep-giveaway](http://dragondance.com/ep-giveaway) to download it.  
[sendtree.com](http://sendtree.com)

### LOGISTICS

The gear truck will be arriving 2 hours late due to a flat tire. Please report to unloading deck at 5 p.m.  
[sendtree.com](http://sendtree.com)



## KEY AUDIENCES

- Fans who attend concerts (updates, alerts, marketing)
- Fans who buy music (updates, alerts, marketing)
- Staff on tour (alerts, logistics)

## GET THEM TO SIGN UP

- Give your fans some love. Share special, SendTree-only content such as updates from the road or excerpts from new songs.
- Give a SendTree shout-out during a concert by telling fans they can sign up to receive texts from the band.
- When fans purchase tickets to a show, include an opt-in number that is specific to their location so they can stay updated while you're in town.



## IT'S ALL ABOUT COMMUNICATION

When it comes down to it, we all simply want to be heard – especially when the message is relevant. There is plenty of noise to drown out your marketing and other messages, making it difficult to know if you are reaching who you need to reach when you need to reach them. Mobile marketing with SendTree cuts through the noise so you can be heard. It helps your audience tailor their experience with you to their desires – no pushy messaging here, just the stuff they want. SendTree makes it easy and affordable with no strings attached so you can sail smoothly into the world of mobile marketing.

*Let us know how you are using SendTree. We'd love to share your creative tactics with other SendTree users. Have feedback for us at SendTree? Please, we are all ears.*

Visit [SendTree.com/contact](https://SendTree.com/contact).

