



Sweet™ Social Messaging

The challenge with Text?

With the billions of SMS messages that are sent each day, marketers face a daunting challenge: How to tap into the massive growth, ubiquity and popularity of Text as a channel and tie it into existing demand generation channels, campaigns and metrics?

Sweet Social Messaging

Sweet Text, part of the revolutionary Sweet Suite platform, brings automated, two-way Text communications into your integrated marketing mix.

Sweet Text is the first solution to connect inbound and outbound Text programs to Marketing Automation (MA) platforms, allowing for multi-channel, multi-touch triggered campaigns that include Text.

What is so unique about Sweet Social Messaging?

Until now, MA platforms used Text simply as a means to send outbound communications. There was no mechanism to capture inbound Texts resulting from a specific “call to action” or to automatically take an action or series of actions based on a Text response. Sweet Social Messaging now provides the link between Text and other communication channels.

Sweet Social Messaging is a key component in the construction of the Social Profile. This unique feature of the Sweet platform measures and quantifies specific social activity (participation via Text) into a relative value that indicates a prospect’s level of engagement and “worth” to an organization.

FEATURES:

- ✿ Use inbound Texts to drive automated campaign actions.
- ✿ Capture critical pieces of profile information such as e-mail addresses.
- ✿ Create unique response paths based on keywords.
- ✿ Use Text to maintain dialogue over time.

BENEFITS:

- ✿ Extend campaigns across multiple channels.
- ✿ Engage immediately with those who are the most interested.
- ✿ Deepen “digital relationship” over time.
- ✿ Use Text to measure engagement and value.



Sweet Social Messaging

- Use shared short codes to begin Text programs immediately.
- Transfer existing vanity short codes or provision a new vanity code through Sweet.
- Automatically respond to each inbound message with a customized reply message to drive additional responses and build a digital relationship.
- Conduct automated, scheduled outbound programs to maintain awareness or conduct multi-message text programs (alerts or reminder programs).
- Automatically handle mobile Opt In lists.
- Seamlessly pass captured data to your Marketing Automation platform.

Outbound Messaging

- Build automated, multi-touch outbound Text campaigns.
- Schedule recurring or single sends.

Outbound Messaging

Recipient lists: **Current Lists** [Add List](#)

Name	Action
Tryme - (ACTIVATED) (0) new Lists	Details

Messages: **Current messages** [Add Message](#)

Message	Scheduled	Active
Thank you for participating in this message 1	Apr 28th 10:00	Yes
This is message 2 of this campaign	Apr 28th 10:00	Yes
This is message 3 of this campaign	Apr 28th 10:00	Yes

Edit Schedule for Tryme

Once
 Daily
 Weekly
 Monthly
 Yearly

Weekly Recurrence

Repeat every 1 week(s) on

Use the Week Start/End State

Set the Time

Delivering messages at 10:00

Limit the Range

Start [duration of] No end date End after [0] occurrences End on []

Sweet Social Messaging Processing

- Automatically capture key pieces of information (email address) to add or update contact.
- Run multiple, triggered actions based on inbound Text.
- Send responders down different program paths based on unique responses.

Form Submission Data

Form: Sweet SMS Demo Start Date: 1/28/2010 12:00:00 End Date: 4/12/2010 12:10:00 Last 2 months

Total Records: 21

Date Submitted	Created	SMS received	SMS keyword	Email Address	Mobile Number
2/5/2010 12:27:58 PM	2010-02-03 12:27:38			[EMAIL_ADDRESS]	neal@neabus1.com 95161145233

Action	Description	Status
Send Email	send email auto responder	Active
Email Notification	Send email notification to Support	Active
Add to Contact Group	add email address to eliqua database	Active
Create / Update Custom Data Object	Create/update data card	Active
Add to Step in Program Builder	Add email address from text in to program builder	Active

Inbound Messaging

- Easily configure inbound messages (actions) that you want respondents to take.
- Build reply message to send back to a respondent.
- Capture email address by using it as an action word, or use other action words you determine to better segment and respond upon receipt of inbound message.

Edit [EMAIL_ADDRESS]

Action: [EMAIL_ADDRESS] (use system action)

Reply message: Thanks for your interest in Sweet. To illustrate the cross channel functionality of Sweet, you will receive an email shortly. Simply follow the instructions.

103 characters.

Post to Floppa?

Only reply once?

Is active?