MOBILE BIRTHDAY MARKETING

Never miss a customer's birthday.

On average, customers are ready to spend 78% more on their birthday. With mobile birthday marketing, get them back to your business on their special day by sending perfectly-timed automated offers via text.

WATCH DEMO VIDEO

Send offers they can't refuse.

Connect with your customers on their birthday with an automated text message. Each message contains a personalized 'Happy Birthday!' greeting and a special offer of your choice (a discount, free item, or digital coupon). Customers will appreciate the personalized attention and the irresistible offer gives them a compelling reason to come back to your business.

Text Message
Today 9:33 PM

Happy Birthday from La Fiesta! Come celebrate with us. Show this text and receive a Free Entree of your choice. Can't wait to see you! Exp. 4/30

Text Message
Today 10:30 PM

Happy Birthday from Sammy's Sleep Shop! Use this mobile coupon to receive 20% off your next purchase. Exp. 07/31. https://bit.ly/32Txe

Text Message
Today 9:01 PM

It's your birthday! Start it off right at North Shore Donut. Show this text to receive a Free Large Coffee and a Free Half-Dozen Donuts. Exp. 6/29

Simple customer signup.

Asking customers to sign up for your birthday club can be a pain. It seems intrusive, and at worst, annoying. But with SmartConnect, you'll encourage customers to opt-in, without being the bad guy. And you'll stay in touch long after the sale is over.

A texted keyword.

Customers will happily text a keyword to you in return for a birthday discount or special gift. Simply advertise the keyword in your store, on social media, and on your website, and let them take care of the rest. Your subscribers will get something of value on their special day and you'll get a way to keep in touch.

LA FIESTA
Mexican Grille
Join Our Birthday Club!
Text BIRTHDAY to 888-555-1741
or scan the QR Code and we'll send you an extra special gift on your birthday.

A scanned QR Code.

In just seconds, you can create and print a QR Code in SmartConnect. Display it near checkout and on your website, and when a customer scans the code with their phone, they are added to your birthday club. Don't forget to use their extra special gift as a selling point. That's where the real value lies.

Learn More >

An iPad on your counter.

Sitting stylishly on your store counter, the Loyalty Kiosk is a tablet computer that displays information about your birthday club. Customers join by simply entering their mobile number on the screen. During checkout, casually point out the birthday offer and let the tablet do everything else.

Create emotional connections.

Getting in touch on birthdays is one of the best ways to develop authentic, emotional connections with your customers. By reaching out with a personalized message and offering something of value, customers will gladly come back to your store to spend more money. This two-way appreciation builds loyalty, and over time, turns customers into raving fans of your business. And it only takes a few minutes to set up.

For more than just birthdays.

With SmartConnect's full-set of easy to use text messaging tools, you can text your customers from any device and engage them wherever they are.

Bulk SMS Messaging

Send bulk text messages to your customers. Announce a new product offering or important store information. Include a special offer bring customers back to your business.

2-Way Texting

Have a real-time chat over text message. Engage a prospective customer or help an existing one. A keyword or scanned QR Code starts the conversation. Future chats continue in the same thread.

Appointment Reminders

Automatically send subscribers a text message reminder a day or two before their scheduled appointment. Ask them to text a response to confirm, cancel or reschedule.

Review Requests

People trust reviews more than any advertising you can come up with. Easily send review requests (for Google, Yelp, Facebook, or any other site) to your customers via text.

Automated Texts

Put your text messages on auto-pilot. Determine the perfect time to send each text and let SmartConnect do the rest. Schedule months worth of messages in one sitting.

Autoresponders

When someone joins one of your marketing lists, automatically send one or more texts back to them. You determine the content and timing for as many messages as you want to send.

Contests

Delivered via text message, contests get attention and are easy to create. Customers either reply to your bulk message or text a keyword to participate in a contest of your choice.

Polls

Like contests, SMS polls are a great way to get your subscribers' attention. They're simple and it only takes a second for customers to text a response and have their voices heard.

And much, much more.

See All Features >

SMARTCONNECT
How To Engage Customers
Through
Text Message

Get Your Free Guide:

"How To Engage Customers Through Text Message"

Discover how to use text messaging to create deeper connections with your customers.

DOWNLOAD FREE GUIDE

See All Guides

Why text messaging?

Text messages have a 98% open rate, 60 times higher than email. And almost all are read within 2 minutes of receiving them. Additionally, 85% of customers would rather be contacted through text than with a phone call or email. It's really a no-brainer.

Text Message
Today 12:05 PM

It's Taco Tuesday at La Fiesta. 2 for 1 tacos and all you can eat chips from 4pm-8pm. Bring your family and tell your friends. Can't wait to see you!

Text Message
Today 3:05 PM

Summer Sale still going strong at Sara's Styles. Don't miss out on your favorite items! Enjoy 30%-50% OFF! Show this text for an additional 5% OFF.

Text Message
Today 10:31 AM

Thanks for choosing the Harrington Inn. How has your stay been so far? Feel free to reply back with a 1-5 (5 being excellent). We appreciate your feeback.

Text Message
Today 2:01 PM

Visit Bert's Brew and receive a free 12oz. pour of our brand new Double IPA, 'Aperture.' Must show text. Hurry, offer expires 04/21/20.

Text Message
Today 9:31 AM

You have an appointment scheduled with Dr. Keith Horton tomorrow, September 13, at 2:30PM. Text 1 to confirm, 2 to cancel, or 3 to reschedule.

Text Message
Today 12:27 PM

Thanks for using Byrd's Haul Away. If you're satisfied with our service, Reply 1 for a Google Review, 2 for a Yelp Review or 3 to follow us on social media.

It works with almost any type of business.

- Restaurants
- Real Estate
- Car Dealerships
- Dance Studios
- Retail
- Fitness/Gyms
- Spas/Salons
- Golf Courses
- Medical/Dental Offices
- Cities
- Churches
- Insurance

- ✓ Events
- ✓ Radio Stations
- ✓ Staffing/Recruiting
- ✓ Schools
- ✓ Hotels/Hospitality
- ✓ Grocery Stores
- ✓ HVAC Providers
- ✓ Dispatch & Logistics
- ✓ Laundromats
- ✓ Food Trucks
- ✓ Bars/Breweries
- ✓ eCommerce

Trusted every day by these companies.

CITY OF LARGO

THE HOTEL ZAMORA

The COFFEE MILL
LARGO, FLORIDA

StarStruck Dance Studio

BRMATTRESS OUTLET

IBERIAN ROOSTER
COLONIAL PORTUGUESE FUSION

Reach customers wherever they are.

Attract new customers. Boost sales. Improve customer service.
Generate repeat business. All with text messaging.

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CONTACT

Call or text 727-463-9987
or email us.

4625 East Bay Drive Suite 201
Clearwater, FL 33764

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