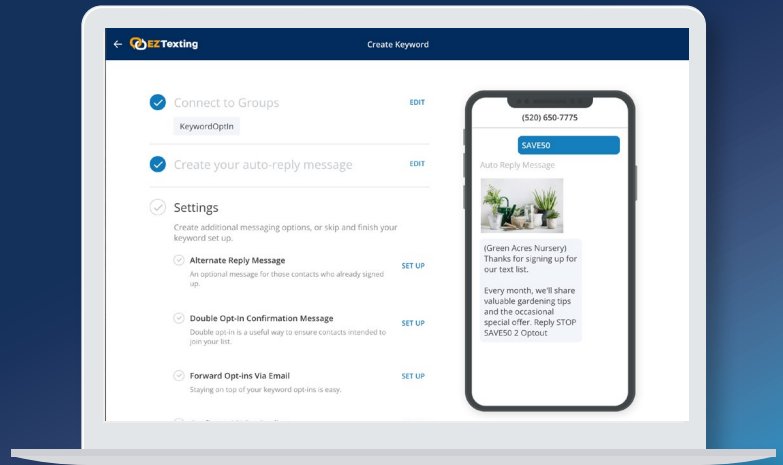**EZ Texting**
SEND SMARTER

Quick Start

Guide to Growing a Subscriber List with Keywords

Already have a list of contacts that have agreed to receive texts from your organization? Check out our Quick Start Guide for Importing Contacts.
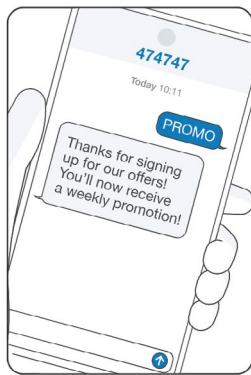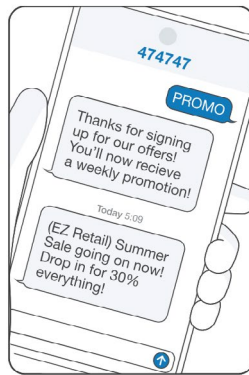
Keywords 101

Before adding contacts to EZ Texting, here are a few things you should know.

1 Market your Keyword to prospective customers.

2 Prospects opt in to receive text messages.

3 Follow up with messages that drive action.

- A keyword is a unique code that contacts can text to your phone number to request information or join a text subscriber list. You'll see them in ads prompting you to text "JOIN" or "SAVE" to a textable number.

- Most EZ Texting plans include at least one standard keyword plus a demo keyword for testing purposes.

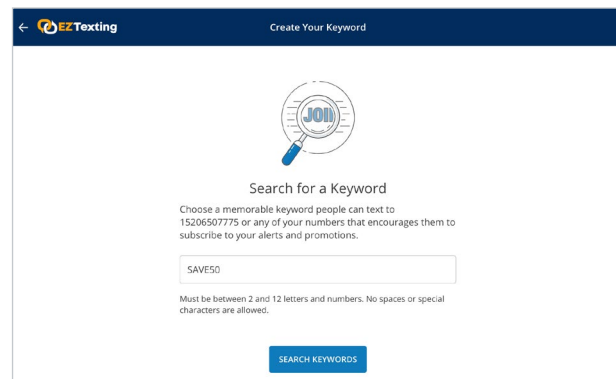- You can add additional keywords to your plan for $25 per keyword per month.

How to Create Keywords

1. **LOG IN**
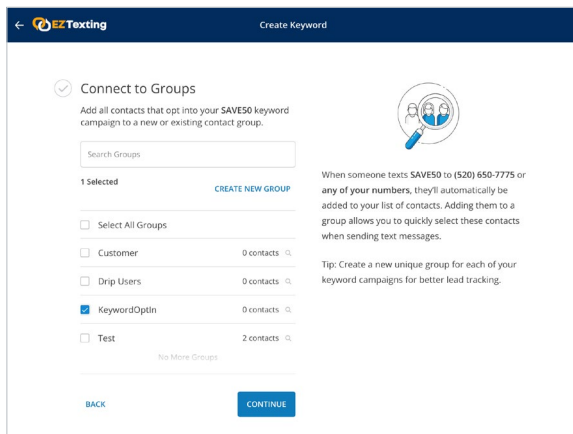   From the main menu, click "Create" and "Keyword."

2. **SEARCH FOR A KEYWORD**
    Enter the keyword you'd like to use and click "Search Keywords." If the keyword you want is available, click "Activate Keyword" to secure it. Depending on your pricing plan, you may need to add billing information to purchase the additional keyword.
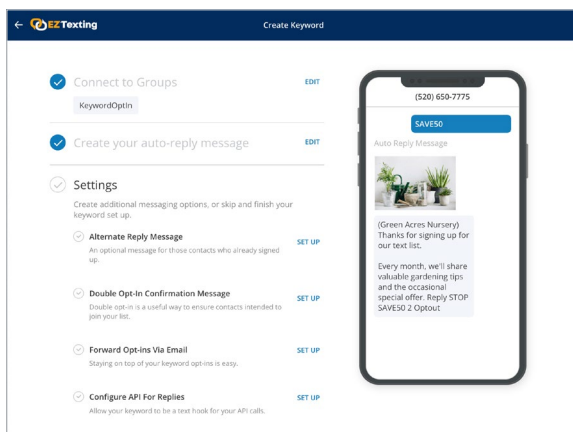
3. ADD KEYWORD CONTACTS TO A GROUP

When someone uses a keyword to opt-in, you can automatically put them in a group for targeted follow up. You can select an existing group or click "Create New Group" to make a new one.

4. EDIT YOUR AUTO REPLY MESSAGE

Each keyword includes a default auto reply, which can be edited. Keep the message short and sweet and remember to include a call to action. (Please note, an auto reply is required by wireless providers and must always include opt-out instructions.)

5. CONFIGURE ADVANCED SETTINGS

Explore these settings to take your keyword to the next level.

a. Create an alternate reply message for contacts who have already signed up for your list.

b. Create a double opt-in confirmation message to ensure contacts intended to join your list. When enabled, contacts will receive a text asking them to confirm if they would like to join your text list. If they respond with "y" or "yes," then they will be added and also receive another message confirming this action.

c. Get an email notification when someone new joins your list.

6. CREATE AN INCENTIVE

Keywords are most effective when contacts have a compelling reason to opt in. Popular offers include coupons and discount codes (ex. "Text SAVE20 to save $20 on your next order") and information (ex. "Text TOUR to get a virtual tour of this home").

7. PROMOTE YOUR KEYWORD

Once your keyword has been created, it's time to spread the word. Best practice is to include your keyword, textable number, and incentive on anything that is highly visible including in-store signage, print media, broadcast media, t-shirts, company vehicles, and more.

Next Steps

Ready for your next assignment? Explore other EZ Texting Quick Start Guides:

- **Sending Your First Message**
- **Uploading Contacts**
- **Growing a Subscriber List with Sign-Up Forms**

- **Growing a Subscriber List with QR Codes**
- **Measuring Results**
- **Creating Automated Text Campaigns**