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# **Mobile Marketing Gives Option To Offer More Contact Points**

Many advertisers feel that offering only one or two ways to respond to an ad is the best way to catch a customer's attention. They think that too many options might create confusion.

Consumers will be exposed to the ad multiple times, and advertisers need to allow for this repetition. Many consumers might not realise they want to participate in the offer in the ad until they have heard it multiple times.

Once a consumer decides they want to participate in the offer, they will listen for the contact options. So the advertiser needs a short, sharp way to catch a consumer's attention. This is the perfect opportunity to utilise text marketing.

A consumer wanting to take up an offer in an ad will be actively listening for ways to accept the offer or find out more information. Their attention is high, so you have the opportunity to add an extra call-to-action. Including a text marketing interaction option provides consumers with a quick and easy way to interact with a business and register their interest in the product on offer.

Some consumers will have time to stop and go to a computer to look up a website, others might be able to call a freecall number, but it is likely that most will not be able to stop. Giving the consumers a simple third option increases the likelihood of responses, especially when that third option is the swift and efficient text marketing alternative.

Text marketing allows advertisers the chance to promote their product further, or advise that a sales person will be in touch. Responses can include further contact details straight to a consumer's phone to follow up later.

Each new campaign can have a different text message response, it's an easy and flexible way to increase the effectiveness of an advertising campaign.

Visit [www.txt2get.com.au](http://www.txt2get.com.au) to take a look at [text marketing](#) and how this simple form of communication can work for you.

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