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Unanswered Calls Cost Money

If a client calls a free call number to register their interest and no one is there to answer it, the business is losing a potential sale. Every unanswered call affects a business's profits.

According to a recent survey by a mobile marketing company, only 30 percent of businesses answered their freecall numbers between 6-8am and 6-8pm, despite having purchased advertising space during these times. Poor planning results in lost sales.

A client's time is precious, and everyone is busy in this mobile world. Many customers will not have the time to call again, or their interest may have waned before they try again. A call to a free call number is a warm lead, but if no one is there to talk to that customer, the lead quickly cools.

A client needs a quick and simple way to register their interest in an offer. Most importantly, they need a response to that interest, and businesses need to be strategic in how they can offer a response every time interest is registered.

A simple way to ensure that a client receives a response to their interest is to utilise the cost effective text marketing tool. Text marketing provides a response to potential clients 24/7 and can provide a lead that can be followed up by a staff member when they are free.

Clients can be sent anything in response to their text, from a simple "We will call you soon" to a more in depth text providing specific details about the advertised product, or instructions detailing what steps they should take next. By capturing the prospect's number, an advertiser is generating leads and getting value for money out of their advertising budget.

Don't miss out on sales because no one is there to answer the phones. Make your next marketing campaign feature a text marketing call to action.

Visit www.txt2get.com.au to see how you can turn leads into sales using [text marketing](#).

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