

Published based on [Retain Your Customers Through Their Mobiles](#)

# **Retain Your Customers Through Their Mobiles**

Businesses work to attract new business, but what about the clients a business already has? The traditional loyalty programmes are a go-to system, but once the information is gathered, are you actually utilising that valuable resource to its full potential?

Mobile marketing is the next step in loyalty programmes. Customers can go online to view rewards information, but how can they redeem a reward instantly? The answer lies in mobile marketing. Rewards can be assigned a keyword that customers can send via SMS to redeem their rewards and have a voucher sent directly to their mobile. The customer then has a voucher that they can instantly spend at participating retailers.

To ensure the business's loyalty programme stays fresh, mobile marketing calls to action can be sent directly to participating customers' phones. This could include an SMS message to respond to, a reminder their offer is about to expire or even a link to choose a new reward.

The cost of paper-based loyalty programmes, and the time involved in managing them meant that they were often the first thing to be neglected when things got busy. The ease of use and low entry costs of a mobile marketing system mean that a business can adopt a mobile-based loyalty programme and keep it alive with very little administration time.

Efficient, simple and cost effective mobile marketing allows a business to create a loyal and active customer base, all serviced by a mobile loyalty programme. Businesses can have customers carry their brand with them, wherever they go. Those businesses not taking part in mobile marketing will soon wonder why they are being left behind while others increase their market share.

When planning how to revitalise your loyalty programme, or reward your loyal customers, make sure that you investigate how you can create a mobile marketing based loyal brand following.

Visit [www.txt2get.com](http://www.txt2get.com) to learn more about the [Mobile Marketing](#) channel and how easy it is to use.

You can also find this article published on [Retain Your Customers Through Their Mobiles](#), and on the tag pages [Advertising](#), [loyalty programs](#), [marketing](#), [mobile](#), [mobile campaigns](#), [mobile marketing](#), [sales leads](#), [sms](#), [SMS marketing](#), [text](#), [text marketing](#).