

SMS Lead Generation



**Get
Connected**

**"SMS text messaging has
proven its marketing
value in reaching
consumers at scale."**

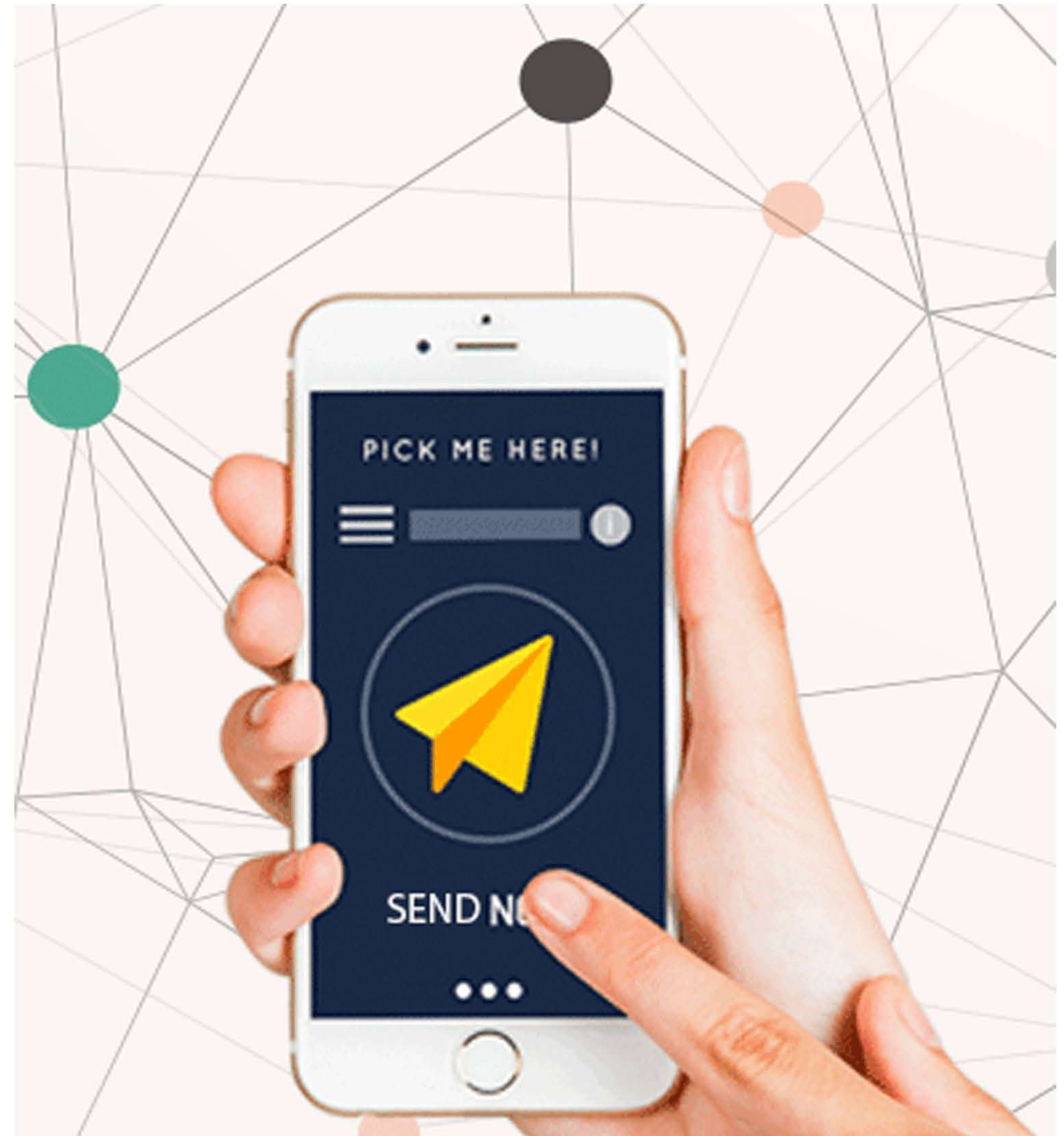
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SMS Autoresponder for Lead Generation

SMS Lead Generation allows businesses and organizations to capture mobile phone numbers using text messaging.

- Set up SMS Autoresponder account with Aakash SMS
- Introduce a promotion/discount/offer/service for the product/service being offered
- Market the campaign: inform your prospective audience of SMS campaign
- Watch real time leads on your customized dashboard





How it works?

- Add new Campaign from Dashboard
- Add your Unique Keyword: This keyword (Company/product/brand name) will be sent on SMS by the audience to SMS short code 31003.
Example: Text "KEYWORD" <space> "Your name" to 31003
- Enter the text content (Discount code, coupon code, website link, etc) you want your audience to receive when they send the KeyWord to 31003.
- Promote "KEYWORD" <space> "Your name" to 31003 in your social media, print, radio, TV ads, store window, display booth, or anywhere else to engage the attention of passers by and capture actionable leads.

The screenshot shows a web browser window displaying the aakashSMS dashboard. The dashboard has a sidebar menu on the left with options: Campaign (selected), Add / List, Cdc, Gamification, Credit, Support, and Doc. The main content area is titled 'Add New Campaign' and contains the following fields:

- Keyword***: A text input field with the placeholder 'Enter Keyword'.
- Message type After Keywords ***: A dropdown menu with the selected option '--Choose Messages Type--'.
- Message For Users ***: A large text area with the placeholder 'Enter Reply Message For Users'.
- Invalid Format Message ***: A large text area with the placeholder 'Enter Message if user type wrong format'.

At the bottom of the form are two buttons: 'Submit' and 'Back to List'.



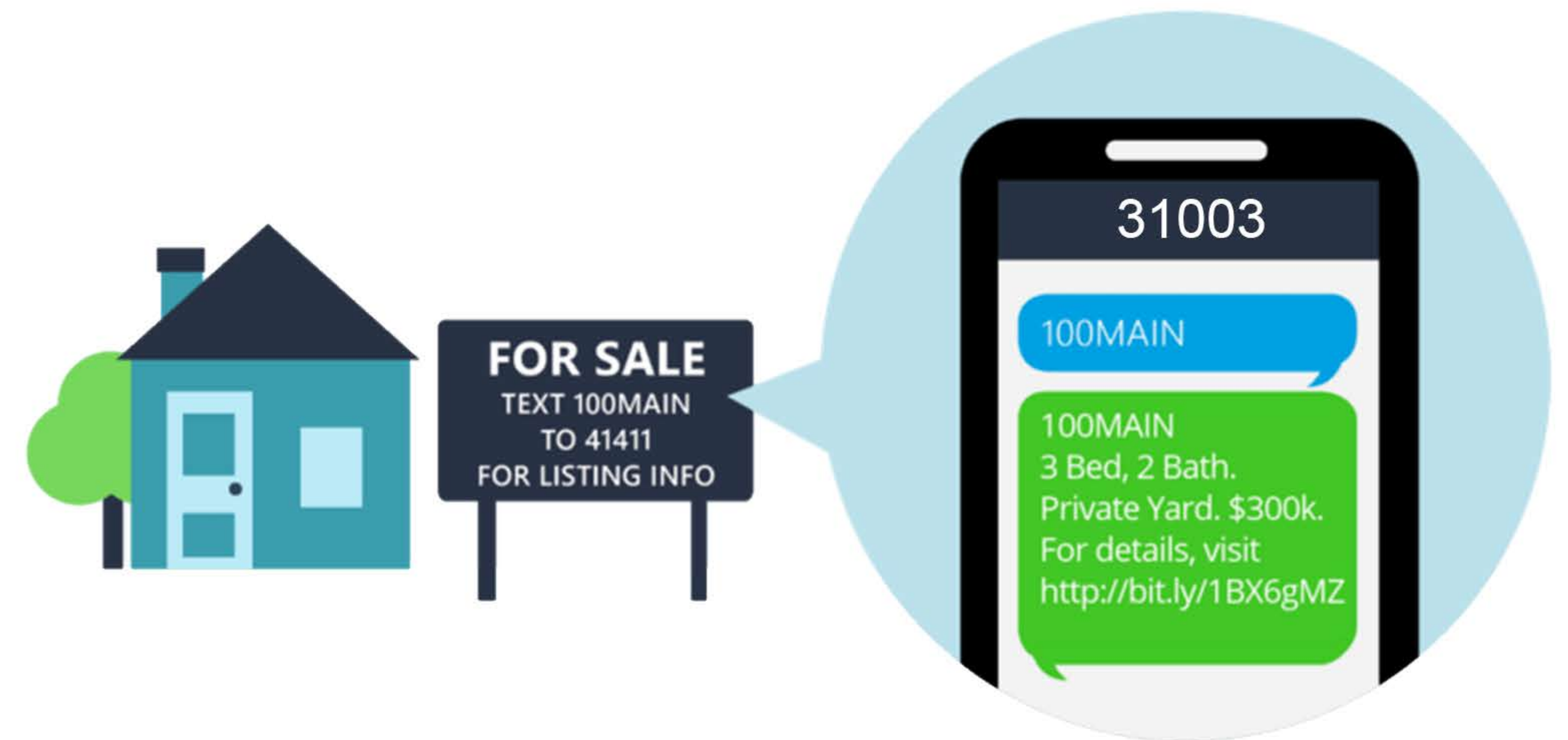
Application

Examples:

Create coupons: Enhance your marketing message and increase your income. With this system you can create unlimited number of coupons attached to a keyword. You can create coupons based on discount; 10% off or deadline; to end on a specific date and distribute to prospective audience.

Registration: Auto companies can promote the lead advertisement for people to sign up for a test drive by sending the keyword to 31003.

Information: Any information about product/prices can be sent via auto responder when a user send the keyword requesting for it.





Benefits

- **24/7 AutoReply**

Our sms autoresponder ShortCode service works 24 hours 7 days a week. Your clients can text in any time they like and get replies real-time.

- **Cost Efficient Marketing**

Electronic Coupons (discount coupons) are effective means to market wide and at lower cost per lead

- **Create Database**

By allowing people to opt in to your group by texting your keyword to 31003, you can use SMS Lead Generation to collect phone numbers of prospective customers, students, employees - anyone interested in your product, service or company.

- **Monitor Advert ROI**

By placing a shortcode opt-in option on your ads, you get to generate interested leads. Prospects and are better able to measure your ROI in social media ads, banner ads, and other marketing channels.

- **Automated Follow up**

Once you upload your follow up messages to sms autoresponder, you can go to sleep as the system will automatically send your messages to your prospect, customers or event attendees that text in at the specific time you set. You don't have to be anywhere near a computer or mobile phone. Sms autoresponder will send your follow up messages automatically and sequentially.



aakashsms

Check our Branding and Website presentation

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