

▶ Connect and interact with  
**Generation "Text"**



▶ Over 70 billion text  
messages sent  
monthly

▶ Personalized, instant  
communication with your  
fan base



## Text Message Marketing

Engage Audiences  
Promote Releases  
Interact with Fans



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**Text DRIVE to 68247**  
for more information

# Text Message Marketing Options

## What are keywords?

Keywords are words that best describe your artists, music, or events.

### Keywords:

- Engage audiences during live events
- Announce new releases and tour dates
- Create and interact with fan databases

▶ A Keyword for an artist or group may be **MUSIC**.

▶ Fans text **MUSIC** to 68247 for artist information and upcoming events



Text **MUSIC** to 68247 for a chance to win back stage passes after the show.

▶ Create city-to-city databases for each artist and communicate with fans using our online tools.

▶ Examples: MUSICSTL, MUSICCHI, MUSICLA



## Utilizing keywords in media

U R on your way 2 winning backstage passes. 2 win free tix 2 our next show, reply with ur email address. Visit us online 4 ring-tones at [www.musicgroup.com](http://www.musicgroup.com)



Text **ARTIST1** to 68247 to join our Txt Club. Get free tix, tour dates, and more!



## Consider these statistics when evaluating Text Marketing:

**18-29 year old consumers** use text messaging more often than voice to communicate.

On average **94%** of text messages are read.

**80%** of consumers keep their mobile with them all day.

When given a choice **39%** of **US consumers** — 76 million people — **prefer text messages to radio or TV advertising.**

## Online Tools and Databases



Build databases of cell phone numbers and email addresses for VIP promotions.

During events, send TXTcasts to drive fans to your website and future shows.

Use our online tools to update text responses 24/7.

Are you ready to communicate with Generation Text?