

MORE SUBSCRIBERS, MORE SALES!

Thank you for choosing Mobile Text Alerts to increase your sales! As a LuLaRoe consultant, you probably already know your product and even a few of your customers. Now it's time to grow your customer base and reach them effectively!

The first step is to grow your subscriber list. More subscribers mean more customers to engage. More customers to engage mean more sales!

Currently, over 400 consultants across the country use Mobile Text Alerts. We studied their methods and came up with these recommendations:

HOW TO GROW YOUR SUBSCRIBER LIST

1 **Share your web sign-up page** on Facebook, Twitter, other social media pages, and through email. Every account is automatically set up with its very own web sign-up page. Customers can use this page to sign themselves up to receive your text alerts.

- Your sign-up page can be found at mobile-text-alerts.com/keyword, where “keyword” is replaced with the keyword you gave when you signed up.
- To learn more visit www.mobile-text-alerts.com/blog/using-your-sign-up-page

HOW TO GROW YOUR **SUBSCRIBER LIST**

- 2 Host a contest** to add subscribers. You can post something like, “Subscribe to LuLaRoe [Your Name] text alerts for a chance to win free leggings!” This both adds a high number of subscribers to your account and it puts your business in the spotlight for potential sales. You can announce the winner by texting these subscribers and offer a special sale as a consolation prize.

To draw attention to this content you might create a simple graphic with photoshop or a free online design tool like Pixlr ([Pixlr.com/editor](https://pixlr.com/editor)).

- 3 Host an event** for a cause! Dedicate a percentage of your sales to those in need! Fundraising campaigns not only benefit others, but they attract attention because people enjoy being able to donate to something they believe in. Be sure to add every shopper to your Mobile Text Alerts account so you can update them with texts on the latest details of your event!

- 4 Purchase a Shortcode Keyword** to increase subscription rates by 60% (even 300% in some cases). Every account comes with our 10-digit sign-up number (662-200-4303). Your customers can subscribe by texting your keyword to that number. However, we also have 5-digit Shortcodes available. For just \$15/month you can have a shortcode that is shorter and easier to remember. As a result, we have found they yield a 60% higher subscription rate!

You can purchase a shortcode by [logging into your account](#) and clicking Keywords > Purchase a Keyword.

HOW TO GROW YOUR SUBSCRIBER LIST

5 **Be creative in sharing** your web sign-up page, shortcode keyword, or 10-digit keyword! You want your customers to know how they can always be up to speed on current promotions, event info, and new inventory. Here some additional ideas:

- Share your sign-up page link in your email and Facebook signatures
- Include your keyword and shortcode in your Facebook profile or cover photo
- Print your keyword and shortcode on flyers or business cards and hand them out
- Include your keyword and shortcode in the packaging of every order

6 **Ask us for additional ideas.** We want to help your business to thrive. Our sales representatives are ready to help you whenever you have questions or need help implementing ideas.

Please contact your representative:

Austin Rugh, Sales Representative

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