



Product Guide

TextAlertz® Mobile Marketing Service for Business

Now you can show businesses how to reach all their customers at the touch of a button by harnessing the power of text marketing, also known as SMS Marketing or Mobile Marketing. TextAlertz® is the newest business-to-business service from 5LINX® that makes using this technology easy, affordable, accessible—and fun.

Text marketing is a powerful way for businesses to increase sales, allowing you to communicate with your customers with the enhanced power and reach of mobile. Because this type of service is in high demand, TextAlertz empowers you to earn tremendous residual commissions every month, and empowers your customers to communicate with impact like never before.

How to Market TextAlertz

Marketing the TextAlertz service is as easy as striking up a conversation with a business owner and demonstrating how the service works by sharing one of our free pre-scripted keywords (see below). Many 5LINX® reps have experienced success simply by asking a variation of this easy pique:

“How do you currently keep in contact with all of your customers?”

Often, the merchant has no good answer to this question. That’s when you simply ask them to pull out their mobile phones and text a specific sample keyword to the short code **55469** to see for themselves how our service can help them promote their business.

To make this process as simple as possible for you, we have developed several sample keywords for your use at no cost. Just share one of these custom pre-scripted keywords with potential clients and leverage this shared resource to sign up more TextAlertz (or Business Elite Services) customers!

Choose the keyword below that most closely resembles the business type you are prospecting, and then watch how excited your prospect gets when they realize the power of text marketing!



Autorepair	Autoresponder	Bakery	Barber	Bowling	Businesscard
Callback	Cars	Carwash	Church	Cleaners	Club
College	Comedy	Construction	Countryclub	Daycare	Dentist
DJS	DoctorMD	Flowershop	Government	Hairsalon	Hospital
House1010	Jeweler	Laundromat	Lawncare	Makeup	Massage
Mechanic	Mobiledetail	Movers	Movies	Nailsalon	Nonprofit
Pharmacy	Photography	Pizza	Promoter	Radio	Realtor
Renters	Restaurant	Retail	Salonspa	Samples	School
Sportsbar	Sportsteam	Taxi	Travelagency	Veterinarian	Winery

When your customer is ready to sign up, they can do so directly through your 5LINX® personal web site. When they link through to the TextAlertz web site from your 5LINX® personal site, your RIN number will automatically be tracked to credit you for the order. Because the TextAlertz service pays at the Commercial compensation level, you will receive at least 50% of the Commission Value (CV) of each account each month. Since the CV on TextAlertz is \$10, you will earn at least \$5.00 per month on every single account. You can also earn an additional \$1 CV for each additional keyword or usage unit your customers utilize. For example, if they need 10 additional keywords, this would generate an additional \$10 in CV.

In addition to the monthly CV, you can also earn a \$30-\$50 bonus on TextAlertz sales. To qualify for the additional bonus you must FIRST have any combination of two TextAlertz or Business Elite Services customers (including yourself). Once you have the required two customers you will earn \$30 on your third customer, \$40 on your fourth and \$50 on your fifth. Each account after that will pay a \$50 bonus on any TextAlertz customer you obtain. The bonus is paid after the customer has been with the service for 90 days.

Special Features



QR Codes: You may have seen QR Codes in a magazine advertisement, on a billboard, a web page or even on someone's t-shirt. QR is the abbreviation for Quick Response. When you scan a QR Code with your cell phone, it usually directs you to a specific website.

TextAlertz now offers the ability for you to create QR Codes within TextAlertz in 3 distinct ways for specific purposes at no extra charge.



First of all, you can convert any web site URL into a QR Code simply by pasting the URL into the QR Code Generator tool in your TextAlertz marketing center.

Secondly, anytime you create a free mobile web site within your TextAlertz account, you can download a corresponding QR Code that links directly to that new mobile site.

Finally, you can actually generate a QR Code for any Keyword campaign you create. When users scan the QR Code with a QR reader on their phone, it will actually launch their texting program on their phone and pre-populate both the keyword and the 55469 (555444 in Canada) short code. All they have to do is hit send and they have opted into your list!

Once you generate your QR Code in TextAlertz, simply save the graphic to your computer and then insert it into any printed material to promote your business. It is really that easy.

Media where QR codes are being used include:

- | | |
|----------------------------|------------------------|
| Billboard Ads | In-store Displays |
| Event Ticketing & Tracking | Trade-show Management |
| Business Cards | Print Ads |
| Contests | Direct Mail Campaigns |
| Websites | Email Marketing |
| Videos | Coupons |
| Twitter, Facebook, MySpace | Links to YouTube Video |

Mobile Websites:

Over the next few years the number of visits to your website from a Smartphone will outnumber the visits from a laptop or desktop. Your current website is not designed for the smaller Smartphone screen, building a site that looks great, is easy to navigate, and helps you deliver more transactions is paramount to the success of your organization. Whether building a mobile website that automatically converts traffic from searches right to your site, or simply building a mobile site that can be delivered right to the phones of your opted-in mobile databases, we have the platform to serve your customers' needs! Build your own mobile website in minutes, which looks rich in smart phones and graceful even in low end phones. Our mobile sites have big buttons, easy to complete forms; delivering rich content that make your brand come alive on a mobile device. Because of the rapid growth of the mobile web, it is no wonder that 89% of major brands either already have or are building out their mobile web presence. Having to zoom in and out on websites not



modified for your mobile phone can be a hassle and they will click off your site. Ease the process for your clients today with our easy to use mobile website platform.

Free Customizable Mobile Donation Website:

It is now possible for your churches and non-profit organizations to receive donations via their TextAlertz account. This service offers a solution for churches and non-profit organization which allow its members a simple way to give optional donations from their mobile device.

This is a win-win for representatives since it will generate two active accounts, a TextAlertz account as well as a 5LINX Payment Solutions* account. Once your customer has signed up for TextAlertz all they need to do is call 855-4-ALERTZ to speak with one of our friendly sales support specialists to inquire on the payment solutions account they will need to allow for donations to be accepted. Our support team will get them in contact with the sales team to sign up for their own 5LINX Payment Solutions account. While that is being set up our support team at TextAlertz will design the church's customized site with content that the church will provide us.

What to try it out, just text "**DONATION**" to 55469 for a demo of this feature.

*Donation page ties into a 5LINX Payment Solution account, resulting in additional sale for the 5LINX rep with potential points and bonuses awarded. Churches will be responsible for rates & fees that will apply to the services of the Payment Solutions account's Terms & Conditions.

Why Text Marketing Works

Many businesses are unfamiliar with the many benefits of text marketing. You have an opportunity to share these benefits, and in the process can establish a long-term customer that could stay on the service for years to come. Explain to your customers that by selecting and promoting a "keyword" to their customers (or potential customers), they will be creating their own private database that can be reached anytime they wish with special offers or announcements. Explain also that, while 90% of commercial emails are never even opened, a full 97% of text messages are read. Text marketing empowers businesses to communicate with impact like never before. Now is the time to share this product, because within the next two years virtually every business will be utilizing this service. The only question is whether they are getting the service from you or from someone else.



Contact Information:

Toll-free Support: 855-425-3789

Email Support: support@textalertz.com

“The Simple Sales Process”

Follow these steps to easily sell TextAlertz to business owners you speak with.

STEP 1:

Use your Business Elite or TextAlertz account to reserve a custom keyword for your intended customer prospect. *Example: **JOESGRILL***

* This keyword will not incur overage charges on your own account if it is deleted within 6 days

STEP 2:

Pre-script this keyword in advance of your meeting with the prospect.

IMPORTANT: Script **TWO** messages – one to demonstrate and one to sell.

Message 1 Example: **Welcome to Joe’s Grill’s mobile VIP list. Stay tuned for exclusive discounts & offers by text! Call [585-555-1234](tel:585-555-1234) for reservations, or visit us at joesgrill.com**

Message 2 Example: **TextAlertz is the easiest way to reach customers with news, coupons & special offers. Increase sales & decrease costs. Sign up today at bit.ly/PE0hqa**

Secret Tip: Go to your Personal Website and click on the TextAlertz order link. Copy and paste the URL for that page and shorten the link at www.bit.ly. Copy and paste this shortened bit.ly URL in your pre-scripted text message.

(*example:* <https://textalertz.com/l200000> shortens to bit.ly/PE0hqa)



STEP 3:

Visit your prospect and ask him/her how they stay in contact with their customers. “Do me a favor and text **JOESGRILL** to **55469**”. Explain how they could be capturing customer’s cell phone numbers, and using them to increase sales through text marketing.

STEP 4:

Offer to switch the custom keyword to their new account right on the spot.

They can actually sign-up right from the link in the second text message!

FAQ:

Q: What is Text Marketing?

A: Text Marketing, also known as Mobile Marketing or SMS Marketing, is the ability to communicate to a specific group of people via text message to their cell phones. The most important thing to understand is that text marketing is permission-based, meaning messages are only sent to consumers who have specifically "opted-in" or requested regular communications from the sender. An example might be a restaurant that establishes a "VIP Club" by inviting their customers to text the word FOOD to 55469. When customers text the keyword "food" to the short code 55469, they are granting permission to the restaurant owner to communicate with them via text in the future. The customer can opt out of this subscription list at any time simply by replying with the word STOP or END.

Q: What is a Keyword?

A: A keyword is a word or phrase that is used to invite consumers to join a text marketing distribution list. A keyword is unique to the business or organization that reserves it within a specific short code. In other words, only one customer can use the keyword FOOD within the 55469 short code. Businesses may use one or more keywords depending on how many distinct distribution lists they want to create. For example, a restaurant may wish to use the generic keyword FOOD to communicate to their entire customer base, but they might also wish to build another list through the keyword BRUNCH so that they can specifically target their regular weekend customers separately. Essentially, sharing your keyword is your personal invitation to others to join your list.



Q: What is a Short Code?

A: A "short code" is a 5 or 6 digit phone number that is used exclusively for SMS/text communication. The short code you will utilize with 55469. When mobile phone users text a keyword to a short code, they receive an initial auto response via text and then the mobile number is captured in a database for later use.

Q: What counts towards the message total?

A: However many phone numbers that the messages are being sent to equals the number of messages. Includes both inbound and outbound calls.

Q: What does SMS stand for?

A: The term "SMS" is synonymous with the term "Text Message". SMS stands for Short Message Service, and represents the ability to send short text-based messages from one mobile device to another. Texting has become ubiquitous in today's society, and currently over 350 billion text messages are sent every single month!

Q: What is a QR Code?

A: A QR Code is a two-dimensional code readable by QR Barcode readers that are currently available as free downloads on all smart-phones. They are used to take a piece of information from a transitory media and put it into your cell phone.

Q: How do I create a QR Code?

A: whenever you create a keyword or mobile website you automatically have a QR Code generated for you. This will display whenever you are in the keyword or mobile website edit section. You can also go to our QR Code Generator tab and add a link that you would like to have a QR Code for. This will display on the screen for you to copy and use as you wish.

Q: How do I use a QR Code?

A: Once you have created a QR Code with our Generator you will save the image as a picture and add to all your print material (Fliers, Poster or Advertisement) that can be scanned by a cell phone.

Q: What is a Mobile Website?

A: A website designed specifically for the smaller Smartphone screen.

Q: How many subscribers can I have in my list (database)?

A: As we mentioned earlier, your keyword is nothing more than an invitation to others to join your distribution list. There is NO limit to how many people can text your keyword,



and no limit to how many people can be included in your list. You could have a million people (or more) in your database.

Q: What is a "Blast" or "Broadcast"?

A: Once you have promoted your TextAlertz keyword to your customers or contact base, you can then send a broadcast communication to this list whenever you wish. This is often referred to as a "blast". Generally speaking you should try to limit your mass communication messages to about once a week on average, or 4-5 times total per month. This can vary depending on the type of use, and what the customer agreed to opt in for. For example, if you created a keyword that was designed to deliver a "joke of the day", then your customers would expect to receive a message from you every day. Keep in mind, however, that if you take advantage of your customer's good faith and send blast messages too often, you will see a large percentage of your subscribers opt-out. So you will want to keep a happy medium between providing real value and becoming an annoyance. One message a week seems to work best for most TextAlertz customers.

Q: How many broadcasts or messages can I send?

A: The bronze TextAlertz package includes up to 10 keywords and up to 2,000 text messages per month

Q: What if I need more than 10 Keywords or the ability to send more than 2,000 messages/month?

A: If your text marketing needs are greater than the 10 keywords and 2,000 messages that come included with our bronze plan, adding more capacity is easy. Additional keywords are just \$15/month, and every additional 100 messages are billed at \$3/mo). We understand that some months will have greater needs than others, so the great thing about TextAlertz is that your minimum rate will always start back at just \$60.00 each month. You only incur additional costs for keywords or excess text usage for the months that you actually need them.

Q: What are some common uses for SMS/Text Marketing?

A: Businesses of all kinds can use text marketing to grow sales and provide timely information to their customers. A restaurant, for example, can invite customers to join their "VIP Club" and then send a coupon to everyone on the list each week to drive up their business during their slow periods. A school could use TextAlertz to communicate rapidly to their parents in the event of an emergency or school closing, or simply to promote an upcoming event. Churches use TextAlertz to stay in contact with their congregation and inform them of schedule changes or volunteer opportunities. There is truly no limit to the



number of useful applications for this technology. It is the fastest, most-convenient way to universally connect with a large group of people with instant impact.

Q: How does Text Marketing compare to Email Marketing?

A: As with Email Marketing, Text Marketing is built around the concept of consumers “opting in” to a list to receive information via text to their phone. The consumer opts in simply by texting a keyword to a designated short code phone number. The consumer’s mobile phone number is then captured in a database that you control. This is very similar to email marketing programs like Constant Contact, which allow you to build email databases and communicate via email on demand. A key difference is that where only about 8% of commercial emails are opened, a whopping 97% of all text messages are opened. There is a distinct marketing and communication advantage. Another key advantage with Text Marketing is that your recipients see your message almost instantly. Send a text blast to your list at 3:00, and you could have people walking in your door with a virtual coupon by 3:10.

Q: Do people really want to receive my text messages?

A: In a word, "Yes!". Recent studies have revealed that today's consumer wants to receive special offers and important information delivered conveniently to their cell phone. They don't read their email anymore, and they have become accustomed to having their mobile phone with them everywhere they go. Besides, they are proving that they want to receive information from you by opting in to your list using your keyword. As long as you treat your subscribers with respect and provide them with real value, they will look forward to your broadcasts and respond to your offers.

Q: How will I learn how to use my TextAlertz account to reserve keywords and schedule blasts?

A: Once you set up your TextAlertz account you will have access to a library of helpful how-to videos that quickly and concisely show you how to utilize every feature of your service. You will also have access to full-time support via phone and email. But don't worry, after just a couple times using the service you will be a pro—even if you are not particularly technical. The web-based platform is intuitive and with our help you will be an expert text marketer in no time.

Q: What other features are available with my TextAlertz account?

A: Your TextAlertz account includes dozens of incredible features, including many tools that other text marketing providers charge extra for. But with TextAlertz these special features are provided to you at no additional cost. This includes our exclusive Mobile Web



Site Builder that allows you to create dynamic mobile optimized web sites that can link directly from your text messages. Why limit yourself to 160 characters when you can use this free tool to provide your customers even more information. And there is no limit to the number of mobile web sites you can create—we host them for you for free! Other great tools include a Text-2-Screen feature (you may have seen these at the ballpark), a survey function, and a web widget wizard that allows you to capture mobile opt-ins right from your own web site. You can even set up Auto responders that allow you to pre-script a series of scheduled messages your customers will receive when they opt in to your keyword. The service also allows you to generate QR codes that can link directly to a web site.

Q: Are there any long-term contracts?

A: No. You can sign up for TextAlertz on a month-to-month basis. If you are not seeing increased sales you can cancel at any time without penalty. But trust us, once you begin using the service you will be hooked and will never want to stop.

Q: How do I sign up for a TextAlertz account?

A: To set up your account, simply call us toll-free at 1-855-4-ALERTZ (855-425-3789) between 8am and 6pm EST Monday to Friday. Or you can order online 24-hours-a-day at www.textalertz.com

Q: I have forgotten my password, how do I create a new password?

A: Under Login, click Forgot Password and enter your username or email address on file. The new password will be sent to that email. To change the password, once logged in you will go to Account and click Update Password.

Q: How do I build a database?

A: Databases can be created by having your customers opt into a keyword campaign, via a web widget capture or a custom built kiosk. All are easy to set up and our team at TextAlertz will assist you and your customers with this if you have any questions.

Q: Does TextAlertz work on all browsers?

A: The TextAlertz service works best on Google Chrome, Internet Explorer and Firefox. When using a MAC, you may not be able to fully access the TextAlertz site on Safari, so we recommend that you download one of these browsers to get the most out of the TextAlertz service.



Q: What should I do if myself, a customer or their customer suddenly stops receiving messages from short code 55469?

A: Since this a cell phone carrier issue, please contact the cell phone provider first. They can tell them if there is a block put on short code messaging for their number. If this is not the case then please call the sales support specialists at 855-425-3789 and we will be happy to trouble shoot the issue further.