



New Company Gives Small Businesses a Big Advantage

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Michael Kitson

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Text marketing is the most effective marketing available. It is highly targeted with 97% of the messages being read by the recipient. A new company, TXTplanet.com makes it possible for small businesses (through their proprietary system) to take

advantage of text marketing but with significant pluses. The system allows businesses and merchants to legally reach thousands of potential text customers that may not know merchant.

The Member merchant signs up with TXTplanet.com and joins a zip-code specific group of non-competing merchants. TXTplanet sends a free sign up tablet to each member merchant who then starts to collect signatures of customers that give specific permission for TXTplanet merchants to contact them. Recipients give their permission because they want to support small local businesses.

Texting is now the preferred contact for people. When compared to any other type of advertising, text marketing has the highest customer engagement. Customer engagement is the highest as customers can quickly reply to merchant texts, (texts can be offers, specials, appointments, etc.) and the conversion rate to sales is also the highest with text marketing.

Member merchants will have a considerable advantage over their competitors. TXTplanet member merchants will have an exclusive territory.

The cost of joining TXTplanet.com is only \$149.95 per year and a monthly fee of \$59.95 (the first month is free). Outgoing texts are only .01 each. Merchants do not have to discount their products or services like they do with Groupon. TXTplanet does not take any percentage of the sale, unlike Amazon or eBay. USPS bulk mail is far more expensive and less efficient.

Therefore TXTplanet saves merchants hundreds of dollars while providing a platform so they can make more sales with higher profit margins.

TXTplanet supports merchant members by providing free suggestions based on their research so that merchants can create the most effective text marketing messages.

Any business location can join so long as they have 25 full-time employees or less. Owner, Michael

Kitson says that TXTplanet gives an advantage to any small business no matter the service or products they offer.

TXTplanet.com is a text marketing company that has developed a platform which gives small business the most effective marketing of their products and services at the lowest price possible.

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If you would like more information about this topic, please call Michael Kitson at 360-301-8533 or email him at mike@txtplanet.com

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