



ProTexting

Print/Email

\$19.00



Pros

There are excellent reporting tools that provide delivery status, responses and carrier data.

Cons

It does not let you personalize [text](#) messages with contact information like first names.

The Verdict: 8.2/10

ProTexting offers an impressive array of [text messaging](#) tools and reports, such as delivery confirmation and auto-respond, which are well suited to the needs of [small businesses](#).

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ProTexting helps you find the most effective way to reach current and potential customers for your business. This [text message marketing service](#) gives you access to tools like adding contacts for future marketing as well as text-to-win contests you can send to your customers. You can opt for several types of reporting, and you will have access to a large knowledgebase to answer your questions.

ProTexting's service essentially builds a bridge between you and your clients, creating a two-way dialogue with contacts. The initial campaign will help you send out mass texts to people who have signed up for your service, but you can expand on basic text messaging by sending auto-responses or surveys. With ProTexting, you can also set up schedules to deliver text messages to your customers on a regular basis or at a set time.

If you have an existing list of contacts, you can upload them to your ProTexting online database. You can also add a widget to your website that allows interested customers to enter their information. Alternatively, you can ask people to join your group by texting a keyword of your choice to a number like 63566, called a short code.

This service also offers a variety of subscription management functions, such as the ability to manually add an unlimited number of contacts. You can also organize all the individuals into separate groups, in case you have different marketing strategies for different demographics. Setting up groups of contacts gives you the opportunity to easily send out messages later. ProTexting also gives you the resources to do text-to-win contests with your followers.

Reporting is an area in which ProTexting excels. The company offers six individual reporting features, but it doesn't stop with the basic reporting information. In comparison to other text messaging services, ProTexting reports are heavy on the data analysis tools. For example, when we sent a poll out, the report tracked the responses, the statuses of all messages sent and the carriers for all contacts. In addition to this, reports include a bar graph that illustrates the spread on voting and a pie chart to show the message delivery statuses.

ProTexting has an easy-to-use interface made up of six menu options. When you first log in, you will be directed to the account dashboard, which outlines your total number of contacts, keywords in use, remaining credits and some hot buttons. The buttons help you set up a campaign, starting with establishing auto-

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responders and welcome text messages to deliver to new subscribers. After this, you can set up a form on your website to collect subscriber information.

You are likely to run into questions as you manage your marketing campaign. ProTexting offers you several solutions for finding answers. If you call or email them, you can expect quick response times. There are FAQs online, or you can contact the company via telephone or email. While there are very few questions on the FAQs page, you will find information on things ranging from privacy issues to delivery problems. You can also go to ProTexting's YouTube page and view several video tutorials involving text message marketing.

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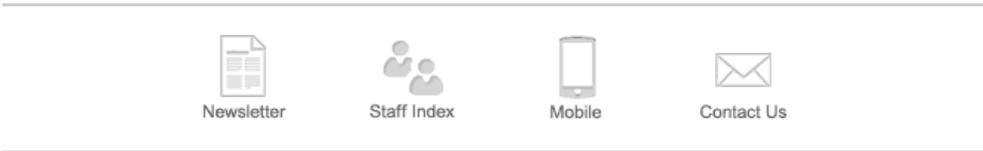
Summary:

With options for setting up group messaging and in-depth data analysis tools, ProTexting competes with top-ranked text message marketing services. ProTexting knows that starting a new marketing campaign is hard, so it offers you several ways to contact them or search for the answer yourself on their website. If you are a small business owner looking to extend your commerce into the mobile sphere, ProTexting has all the tools necessary to jump-start your campaign.

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