

Text Strategy: Part Three

Sign-Ups via Keywords

1. Log into dialmycalls.com
2. Click on “Premium Keywords” on right hand sidebar
3. Register a new keyword at bottom of page
4. Once you find an available keyword, click “register”
5. Purchase Keyword
6. Locate Keyword and click on the text “Welcome Message”
7. Type in new Welcome Message (i.e. “Thank you for your interest. Click here to sign up for Ministry Hacks: <https://goo.gl/kmbDU9>”
8. Tell your audience to text “Keyword” to 80123