

Text Strategy: Part Two

Content Sharing 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 text. Click here to view this year’s parent guide: <https://goo.gl/YeHLPD>”
8. Tell your audience to text “Keyword” to 80123