TELEMARKETR

PLATFORM OVERVIEW

TELEMARKETR WAS CREATED BY BLACC SPOT MEDIA, INC.

PLATFORM OVERVIEW
CUSTOMIZABLE SMS MARKETING PLATFORM

TELEMARKETR

Telemarketr is a cloud-based SMS marketing platform which allows organizations to quickly deploy a customized SMS marketing solution tailored to solve their unique business challenges.

Telemarketr provides our clients with the ability to connect directly to their existing Twilio account, saving them between **60 – 80%** over costs incurred using traditional SMS marketing platforms. As a Twilio **Premier Development Partner**, our team can provide you insights and propose options that will bring even more savings to your organization.

With Telemarketr, customers have more freedom to implement an SMS marketing strategy that integrates with all of their existing marketing automation tools, thereby providing more flexibility and control over marketing campaigns and initiatives.

BLACC SPOT MEDIA
— where design   meets innovation —

Telemarketr was created by Blacc Spot Media, an award-winning mobile and web development agency focused on delivering customized cloud communications solutions to clients all over the world.

"Technology is not just what we do – it is part of who we are."

– Lantre Barr, Founder & CEO

Inc. 5000

AMERICA'S FASTEST GROWING PRIVATE COMPANIES

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GENERAL CAMPAIGNS

ENGAGE CUSTOMERS WITH OUTBOUND SMS MARKETING

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98% of SMS messages are opened within two minutes, making SMS Marketing the most effective way to engage your customers. Telemarketr enhances outbound SMS marketing campaigns with a simple, yet powerful platform designed to engage customers with targeted campaigns that will drive sales and increase revenue for your organization.

EXISTING FEATURES

Campaign Management

- *Ability to view previous sent and scheduled campaigns*
- *Ability to edit/delete scheduled campaigns*

Create New Campaigns

- *Ability to send campaigns on demand or in the future with scheduled tasks*
- *Ability to segment campaigns based on customer tags*

TYPICAL CUSTOMIZATIONS

Create New Campaigns

- *Ability to send A/B campaigns with multiple versions of SMS messages to customers*
- *Ability to send media such as coupons, product images and videos with MMS campaigns, allowing up to 1,600 characters per message*
- *Integrates with third-party Customer Relationship Management (CRM) solutions such as Salesforce*

NET PROMOTOR SCORE (NPS) CAMPAIGNS
CUSTOMER SATISFACTION BENCHMARKING

TELEMARKETR

Net Promoter Score (NPS) measures customer experience and predicts business growth. This proven metric has transformed the business world and now provides the core measurement for customer experience management programs around the world. NPS Campaigns are interwoven within the Telemarketr platform to provide you insights about how your customers view your products and services.

EXISTING FEATURES

Campaign Management

- *Ability to view previously sent campaigns*
- *Ability to view an aggregate NPS of all campaigns*

Create New NPS Campaigns

- *Ability to send new NPS campaigns with customizable promoter, passives and detractor autoresponder messages*
- *Ability to segment NPS campaigns*

TYPICAL CUSTOMIZATIONS

Campaign Management

- *Ability to view the NPS of individual campaigns*
- *Segments NPS campaigns based on individual agents, locations, products, etc.*
- *Integrates real-time NPS tracking for campaigns such as customer service interactions*

KEYWORD CAMPAIGNS

INBOUND MARKETING MADE EASY

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Keyword campaigns provide enhanced capabilities allowing organizations to use inbound marketing initiatives to efficiently track customer engagement. Telemarketr allows organizations to set up unlimited keyword campaigns with customizable autoresponder messages for each campaign, giving your organization the ability to focus on the campaigns that produce the best results.

EXISTING FEATURES

Campaign Management

- *Ability to view existing keyword campaigns along with the number of customers subscribed for each campaign*
- *Ability to edit keyword campaigns and autoresponder messages*

Create New Keyword Campaigns

- *Ability to create new keyword campaigns*

TYPICAL CUSTOMIZATIONS

Create New Keyword Campaigns

- *Ability to create new keyword campaigns using long-codes based on customer demographics*
- *Integrates API triggers for third-party Customer Relationship Management (CRM) solutions that add new prospects ie. Salesforce*

CONVERSATIONS

ENGAGE CUSTOMERS TO ANSWER QUESTIONS QUICKLY

T TELEMARKETR

Customer engagement is key to the overall success of any marketing campaign. Telemarketr provides agents the ability to engage customers in one-on-one conversations in both a user-friendly and efficient way. The Telemarketr conversations component is a tool used to increase brand awareness and quickly provides customers with answers to questions facilitating increased brand loyalty and revenue.

EXISTING FEATURES

Conversation Management

- *Ability to view customer's conversation activity and campaigns the customer has received*
- *Ability to respond to customer SMS messages from a web interface*
- *Ability to view/edit customer details within the conversation*

TYPICAL CUSTOMIZATIONS

Conversation Management

- *Ability to segment conversations based on unique customer tags*
- *Ability to select scripted predefined messages allowing agents to quickly respond to customer conversations*
- *Ability for agents to respond to multiple conversations at once*
- *Ability to auto assign customer conversations to agents based on rules*

CUSTOMERS
SIMPLE & EFFECTIVE CUSTOMER MANAGEMENT

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Telemarketr provides organizations with a simple and powerful user experience when managing customers subscribed to their SMS marketing campaigns. Our customer component allows your agents to not only manage customers easily, but also customer activity across multiple campaigns.

EXISTING FEATURE SET

Customer Management

- *Ability to view customer demographics and status*
- *Ability to unsubscribe/verify/delete customers*

Import Customers

- *Ability to import customers using a CSV file*

TYPICAL CUSTOMIZATIONS

Customer Management

- *Ability to add custom data for customers*

Import Customers

- *Integrates with third-party Customer Relationship Management (CRM) solutions to import customers ie. Salesforce*
- *Integrates with third-party marketing automation platforms to import customers ie. MailChimp*

ANALYTICS
POWERFUL CAMPAIGN METRICS

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Understanding each campaign's performance is key for your organization's ability to focus efforts on campaigns with higher success rates. Telemarketr provides organizations the ability to gain in-depth knowledge on how their customers are engaging with each campaign.

EXISTING FEATURE SET

Analytics & Metrics

- *Ability to view an aggregate of performance metrics over a selected timeframe for general campaigns*
- *Ability to view the number of unsubscribed customers over a selected timeframe*
- *Ability to view the number of conversations with customers over a selected timeframe*

TYPICAL CUSTOMIZATIONS

Analytics & Metrics

- *Ability to compare General, Keyword and Net Promoter Score (NPS) campaign performance*
- *Ability to view individual campaign performance over a selected timeframe*
- *Ability to integrate reports into third-party solutions ie. Salesforce*
- *Ability to compare A/B campaigns success rates for SMS messaging*

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