

Imagine if those responding to your ads could receive:



- Instant text confirming that the literature they want is on its way by post and email;
- Instant text showing them the nearest sales agent or stockist;
- Instant email with links to your advertiser's or exhibitor's web site with a PDF of their brochure;

by sending one text message entirely FREE

Plus it remembers their name and address





What is gotxt?

gotxt is a new text-based system that is set to radically change the way readers and viewers respond to advertising. gotxt allows those on the move, on a train or in their work place to immediately react to marketing material using their mobile phone or online from their computer.

gotxt is a safe, free and easy to use text service that remembers your customers name and address every time they want information from your ads.



How does gotxt work?

First time users simply register their preferred delivery details by text or online at www.gotxt.biz selecting post, email or both. From then on, every time they see gotxt displayed in press ads, on web sites, posters, exhibition stands, or even television, they simply text the advertised keyword free of charge and product details will soon be winging their way to them. It's as easy as that!



How do I receive enquires?

Once a reader or viewer uses gotxt to ask for information on your products or services we immediately validate their mobile number, post code and how they want to receive the brochure. We then email you this information either instantly or, if you prefer, in a batch at the end of the day. You can then send them your brochure or product literature.

gotxt in action

Your target audience can now gotxt for:



Brochures and literature



Find their nearest
stockist



To arrange a call back
from your sales person

Intelligence gathering

gotxt tracks your advertising allowing you to measure the effectiveness of your campaigns. This enables you to make better informed future buying decisions ensuring you get the most out of your advertising spend.

Confidentiality assured

gotxt's secure service ensures all mobile numbers are kept confidential and will never be passed to third parties, so there is no risk of your customers receiving unwanted spam.

What does gotxt offer the marketer?

- Increase the response rate and generate more sales leads from your:
 - Press advertising
 - Posters
 - Direct mail
 - Online
 - TV
 - Exhibition stands
- Capture reactions immediately anytime, anywhere
- Digitally tag ads to the media source
- Trigger more targeted direct response
- Offers multiple response channels
- gotxt will give you a competitive edge

Now you can gotxt anywhere in the world

gotxt is now available online.

This means both international travellers and office based workers can text for free from their PC requesting information about your advertised products any time of the day or night wherever they are.

You can send them a PDF by return.



Wow I've got the information I needed!

gotxt is powered by your response technology



safetxt with gotxt

See how easy it is for your customers to use

Text **GOTXT** plus your email to 80800 FREE

Tel: 0844 800 4450

Email: dave@yourresponse.co.uk

