



HOW TO CUT TEXT MARKETING COSTS & SKYROCKET YOUR LIST GROWTH



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A full-page background image of a construction worker. The worker is a man with a beard, wearing a blue and white plaid shirt and a bright green high-visibility safety vest. He is holding a red hard hat in his left hand and a black smartphone in his right hand, looking down at the screen. In the background, there is a yellow excavator and other construction equipment, slightly out of focus.

**People give to causes and campaigns
that they care about.**

**With a partner like Tatango, you can
raise record funds for your campaign,
and get your message seen
within minutes of your moment.**

GROW YOUR SMS LIST ON SOCIAL MEDIA

New Tactics = New Growth

"Before the 2020 election, I had never heard of texting and never received a text from a candidate".

Our client was new to SMS fundraising and text marketing. After working for a year on list growth, our client grew their subscriber base to a medium-sized list.

"The UX was easy and Tatango helped with the short code process".

And the use of SMS for the campaign paid off. In just a year, 50% of their supporter base joined their text campaign list.

Skyrocketing Organic Growth

"Our goal is to reach \$1 million for our campaign by the end of next year and the only way we can do that is to grow our list".

And grow the list they did-in a huge way. "We grew our list by 100K in just one week by posting on TikTok".

"Now, we bring in more money with text than email! Growing the SMS list organically is a huge way to increase not only our list size but also our donor base"

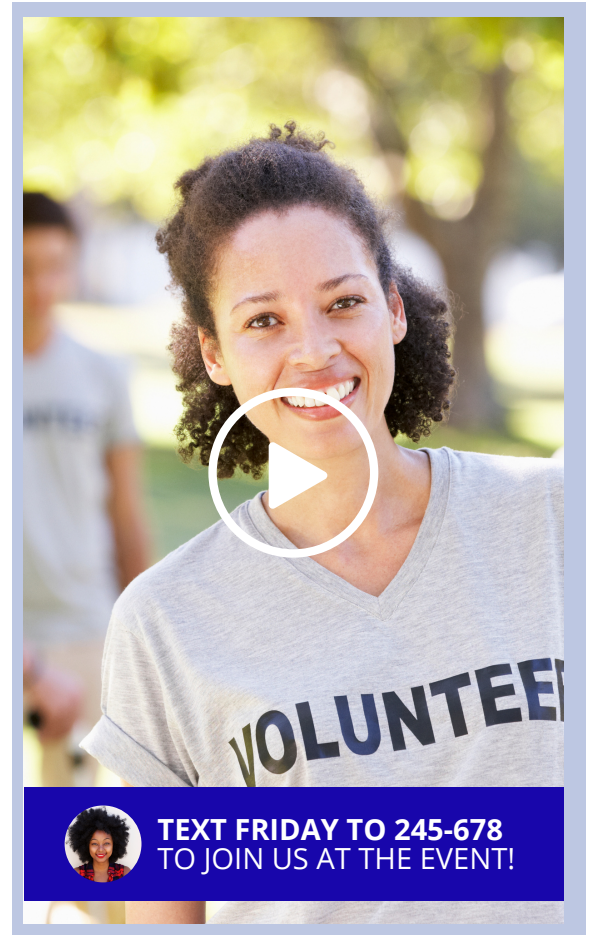
In Conclusion

One quick and easy way to grow your SMS list is to post it on all of your social channels.

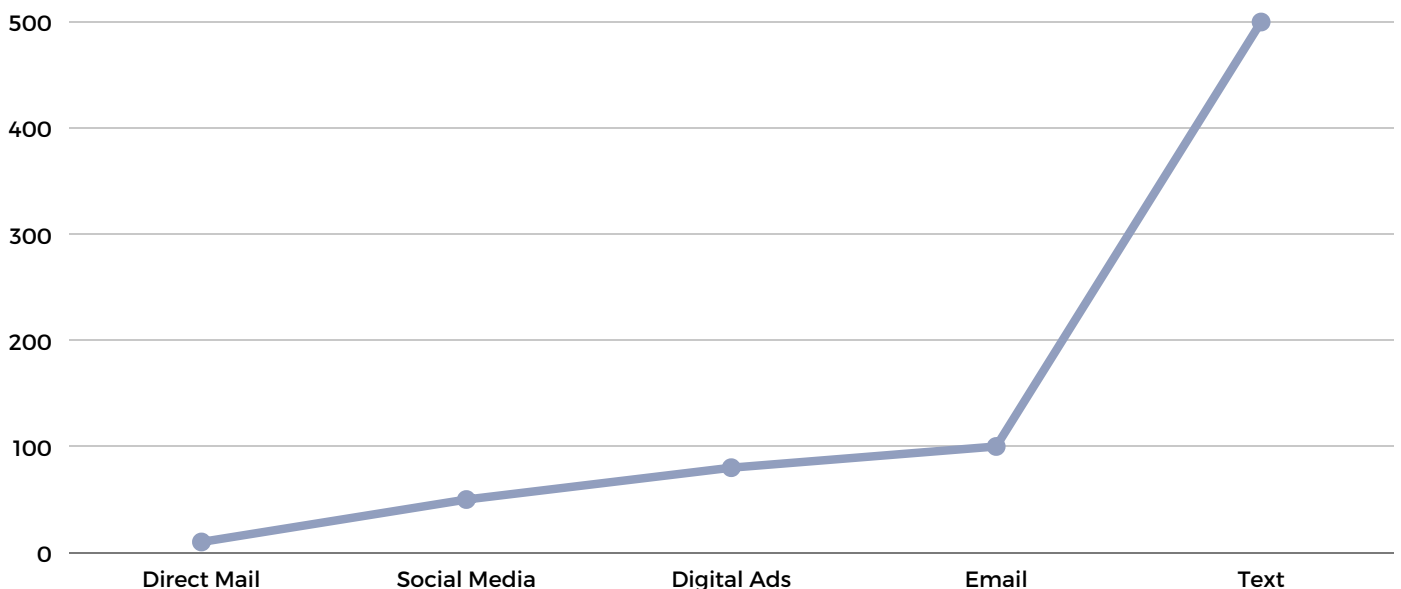
How To...

INCREASE ORGANIC LIST GROWTH

Over the course of a week, this client posted specific short code keywords for events on Tiktok. Every time they posted where to go, what to bring or were recruiting volunteers, they used certain keywords. Their SMS list grew quickly and because they had particular keywords, it allowed them to segment their new subscribers in Tatango's platform.



RETURN ON INVESTMENT



On average, many Tatango clients see a 5X return on investment. Some see even more than that. When used as part of a well-crafted digital strategy, text message marketing works to double your ROI.



How A Progressive Political Agency Can...

GET MORE DONORS. RAISE MORE FUNDS.

Trying Something New

Our client came to us with a small amount of SMS fundraising experience, but wanted to increase donorship through their SMS list.

Partnering with Tatango as their SMS partner means that they wanted to raise record-breaking funds for their campaign via their current subscriber list.

"The MMS feature was something we had never seen done before in politics. And it turns out the longer text was a huge part of our fundraising efforts".

Using MMS To Raise Funds

By testing MMS

messaging with their SMS list, our client was able to increase fundraising efforts and turn donors into super-donors.

Focusing on increasing donorship via two text marketing methods: timeliness and urgency of language, they found that new donors turned into super donors when they felt helpful or responsible for the impact they were making. "They feel they're helping in a meaningful way". By receiving breaking news from a candidate or being asked to pitch in \$5, donors felt they were part of a significant moment and by extension, a community.

**“WE LEARNED THAT A
SUPPORTERS' HISTORY
OF DONORSHIP MEANS
THAT THEY WILL GIVE AGAIN”.**

How To

SEND THE RIGHT TEXT TO RAISE MORE FUNDS

The Value of MMS

With a 5,000 character limit, emojis, inclusion of GIFs and video, the value of longer-form MMS messages is clear: you can speak with constituents in the way they communicate.

Urgent Language Gets Results

Sending messages that are time-based and use urgency of language, allows supporters to engage with the candidate

**MMS MESSAGES ARE
MOST IMPACTFUL
WHEN THEY USE:**

**TIME-
BASED,
URGENT
LANGUAGE**

in a way they find most impactful.

By sending breaking news and a donation ask in a single text, campaigns found that often times a donor would turn into a repeat donor because of the time based and urgent message being sent.



THE SWEET TASTE OF **VICTORY**

Using text marketing allows you to own your message, communicate directly with supporters and raise record funds for a winning election. With email and social media engagement decreasing, text marketing is the most effective way to get your message seen.

With a partner like Tatango, you can raise record funds for your campaign, and get your message seen within minutes of your moment.
Get in touch today.

Get In Touch



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