PROKEEP

WHERE DISTRIBUTORS GET MORE WORK DONE

Marketing Starter Kit

Welcome New Users!

How to use this marketing guide

Welcome to Prokeep! We are so excited to be a part of your digitalization journey.

The goal of this material is to help your business make the most of the new partnership with Prokeep. There are some tried-and-true adoption methods that have worked for Prokeep Partners of all sizes and we think many of them could work for you as well.

Ultimately the success of Prokeep as a vehicle for digital communication depends on two things: your team sending messages to customers, and your customers sending messages to your team. That's it! This packet contains suggestions for passive approaches to get the word out as well as more active suggestions for outbound engagement. You may not choose to use every suggestion, but we do hope you'll take the marketing part of the process seriously and consider what strategies you can use to help ensure success.

The foremost expert on effective Prokeep messaging is your Customer Success Manager. These ideas and templates should be shared with those responsible for your marketing efforts as Prokeep will not be able to provide custom-designed fliers or promotional materials. If you have any questions, want to see additional use cases, or want to talk through technical details, your CSM is the very best place to turn.

Keep connecting,
Your Prokeep Partners

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Updating On-Hold & Voicemail Messaging Scripts

Many of your customers are likely placing orders by phone, so adjusting your on-hold and voicemail messaging is an effective way to get the word out. Skip the hold music and let customers know they can hang up and text you. We recommend changing these as soon as possible following activation using something similar to our examples below.

On-Hold Script

Thanks for calling [company name], your distributor for [tagline]. Need to place an order, ask a question, or get technical advice? Send us a text! Skip the hold line by texting this number with order information, pictures, and other requests and a, representative will quickly reply. If you aren't calling from a text-enabled line or need to speak with someone directly, please stay on the line.

Voicemail Script

Thanks for calling [company name], your distributor for [tagline]. We are not currently available to take your call. For faster assistance, text this number with order information, pictures, and other requests. If you aren't calling from a text-enabled line, leave a message at the tone.

Variations

Do you serve a non-English-speaking population at your stores? Pairing the Google Translate Chrome Plugin with Prokeep is a fantastic way for your staff members to assist customers in different languages easily. Add a blurb in your local languages to the script encouraging your customers to text in those requests.

Email Signature

Example of an email signature

Webpage Add-On

Add a "Text Us" button to your website so that as visitors search for your phone number to make a call, they can instead send a text to your Prokeep workspace.

Text us ← *Example of a website button*

How to add a text enabled button

1. Write Your Link Text

This is the text that your website visitors will read and click on. Keep it simple and be sure to let readers know what will happen when they click. We recommend, "Text Us"

2. Write Your Default SMS Message

When visitors click on your link, their default SMS app will launch with a pre-written message they can send you. As you write your default message, consider what your customers are commonly looking for to make it easier for them to start their conversation and for your team to quickly follow and respond.

We recommend "I'd like to place an order for..."

3. Create Your Hyperlink

Now that you have your link text and first SMS message written, it's time to put the two together. Copy and paste this text into your html editor on your site and feel free to edit the text to fit what you've written above and change the phone number to fit your locations Prokeep line.

`<a href="sms:+13145735700?&body=Can%20I%20place%20an%20order%20for...">Text Us</a>`

*Make sure you add 1 before the area code of your phone number.
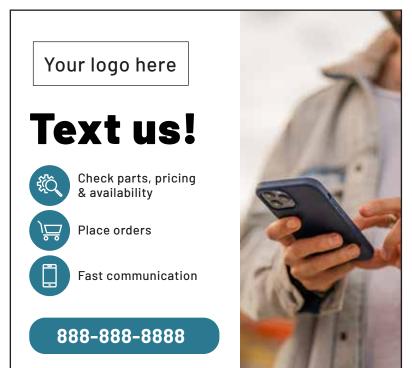*Make sure you add %20 between each word of your body copy.

Social Media Posts

Let followers online know that they can now text your location to increase adoption and get the most out of Prokeep's communication. We recommend posting an image highlighting use cases for texting in along with a QR code to text and your phone number.

Quick tip

Utilizing existing social media presence is the perfect way to reach your customers who would prefer a contact method such as texting. Our Prokeep Partners have seen a lot of success with a week-long social media campaign that starts with an introductory post followed by a quick blurb about a customer success story, and finishes with a promotion for the customer-facing contest described in this packet.

Your logo here

Text us!

- Check parts, pricing & availability
- Place orders
- Fast communication

888-888-8888

Powered by PROKEEP

Click image to download

Promotional Materials

- Contest Template
- In-Store Flyers
- Website Banner & Postcard Email blast
- Branded Swag

Use these promotional templates to boost visibility into your new texting program and drive adoption. As we've mentioned previously, not every one of these will fit every Prokeep Partner. We do suggest choosing at least a few of these tried-and-true techniques to promote with your customer base as well as drive internal adoption.

Contest Ideas: Easy ways to drive traction

External Adoption Events (Customer-Facing)

Prize Ideas: Gift Card, Yeti Cup, Pizza Lunch, Preferred Parking, Hat, Hoodie

Order Raffle

- [ ] **Set Up:** Host a raffle, counting text-facilitated orders as an entry.

- [ ] **Finish:** At the end of the time period, do a random drawing and award the prizes. Text winning customers using Prokeep and use Prokeep Plus' Announcements feature to make the broad announcement.

- [ ] **Real Example:** Distributor wrapped 5 gifts under a Christmas tree set up in the store. Each order via Prokeep was an entry and a chance to win.

- [ ] **Variation:** Form a new tradition and repeat each year or limit it to the initial adoption period.

Winning Buck

- [ ] **Set Up:** Use Prokeep Plus' announcement feature or other marketing techniques to ask your customers to send in photos of their winning buck or fish during the season. Capitalize on your customers' passions outside of work to build rapport and get them into the habit of texting you.

- [ ] **Finish:** At the end of the season, text the winner and post the winning photo in your newsletter or on social media.

- [ ] **Real Example:** One Prokeep Partner has a recurring contest and awards a gift card to a well known sporting goods retailer to the buck with the most points.

- [ ] **Variation:** Form a new tradition and repeat each year or limit it to the initial adoption year.

Taco Truck

- [ ] **Set Up:** Use a simple API to push order updates from the food truck's system to your customer's phones through Prokeep! Your Customer Success Manager can help with this process. We know contractors need to eat and buy materials during their lunch hour, so why not help them do both at your store? Your customers will appreciate being able to respond to the text messages and doing so will quickly become a habit.

- [ ] **Real Example:** Use an API to update food orders to have your number out to your customers.

- [ ] **Variation:** This can be used just for customer appreciation events as one offs or daily and can of course go with any cuisine.

Internal Adoption Events (Employee-Facing)

Prize Ideas: Gift Card, lunch, preferred parking, high-quality swag or unbranded gifts/workwear

Order Raffle

- [ ] **Set Up:** Host a raffle, counting Prokeep-facilitated orders as an entry.

- [ ] **Finish:** At the end of the time period, do a random drawing and award the prizes. Holiday parties or employee appreciation events are a great opportunity for this, but they can also be held at the end of the quarter or month and announced during regular meetings.

- [ ] **Real Example:** Distributor wrapped 5 gifts under a Christmas tree. Each order via Prokeep was an entry and a chance to win. They did this for both their team and their customers.

- [ ] **Variation:** You can also adapt this to your Inside or Outside Sales Team.

Proactive Message Contest

- [ ] **Set Up:** Proactive messages are the single best way to gain traction. To get your Inside Team moving, incentivize sending the most proactive messages via Prokeep within a specified amount of time. You can also use this method to drive the closing of threads which can be left undone all too often.

- [ ] **Finish:** At the end of the term, count outbound messages per user and give the highest user a prize. Prokeep analytics through your Customer Success Manager can help deliver the answers.

- [ ] **Real Example:** Every 2 weeks one partner would take the top three reps (company wide) and give them gift cards of $50, $25 and $10 based on who sent the most proactive messages using Prokeep. They ran it twice within a month with traction increasing each time!

- [ ] **Pro tip:** Have customers who text associates personally? Reply to them via Prokeep!

- [ ] **Variations:** Fastest Time to Claim or Most Threads Claimed.

Internal Adoption Events (Customer-Facing)

Prize Ideas: Gift Card, lunch, preferred parking, high-quality swag or unbranded gifts/workwear

Contact Creation Contest

- ☐ **Set Up:** A key to maintaining system hygiene is to label contacts properly within Prokeep. Encourage your counter reps to do so with a simple contest. This puts your team members at the same location on a team versus other locations in your business or region. Your Customer Success Manager at Prokeep can help train sending welcome messages as part of the contact creation SOP in order to drive customer adoption as well.

- ☐ **Finish:** At the end of the contest, count how many customers each branch has added to Prokeep and give them a prize. A pizza party or other shared reward event is always a hit.

- ☐ **Real Example:** To build out their address book in Prokeep, one of our partners created this contest and within a few weeks, all their primary customers were saved in Prokeep AND using the platform.

- ☐ **Protip:** Start by adding customers who already text and always send a welcome message!

In-Store Flyers

We highly suggest updating the following flier with an easily generated custom QR code for your branch and printing up a few for the front door and counters of your location. There are black-and-white and color versions of the template available for download in the help center. These fliers will catch your customers waiting in line or pulling up to your door after hours and get them assisted and on their way quicker than ever before.

How to make an SMS QR code

☐ Use a website like www.qrcodechimp.com to create free QR codes. Make sure you select SMS from the options.

☐ Input your Prokeep enabled phone number and include a default message like, "Hello. Can I please add an order for…"

☐ Select a style that fits your template.

☐ Save QR code and download for use in the following templates or other printed materials.

Text Us

Save time by texting requests to our branch.

PRO TIP: Save time and ensure accuracy by taking a picture of a model number and sending it in a text.

Request things like:

Inventory checks

Price checks

Delivery updates

Technical advice

Warranty checks

And whatever else!

Start texting our branch number:

Paste phone number here

Paste QR here

Your logo here

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How to Use
Broadcast Text Promotions

Think of Broadcast Text Promotions as a way to communicate to all of your customers at once. Instead of one-to-one texting, it is one-to-many. Broadcast Text Promotions aren't just for promotions and marketing, although those teams will find a myriad of ways to use it, it's also for letting your customers know about nuances in your business that may interrupt normal business. For example, phone lines are down temporarily, but customers can still place orders through text or email. This can be used at the full company level or at the branch level.

Creating Target Lists

Navigate to the Announcements tab in your Prokeep App (looks a little like a radio tower) and then to the Lists menu. Click the Create List button in the upper right and choose the best name to describe your target market. You can utilize existing groups or select contacts individually.

Creating Broadcast Text Promotions

Navigate to the Announcements tab and click Create an Announcement. Choose your audience from one of your lists, groups, or target all contacts.
Write up your copy, add any attachments, and review the preview of what your customers will receive. Acknowledge permission to text, and either send or schedule your message.

Opt-In

Customers will have to opt-in to this type of message, but opting out will not affect their ability to receive branch-based one-to-one text messages.

There are a few ways to get Opt-In permission: through manual list creation, bulk upload and manual contact edits, or by having customers text START to the toll-free number using the template on the following page.

Additional Uses

Announce your upcoming contest. Announce a counter day or customer appreciation picnic. Inform about the response to local emergencies, from phone lines being down to hurricanes. Changes or updates to store hours, such as for holidays.

Get the latest store information straight to your phone.

- Store Specials
- Events
- Changes in Hours
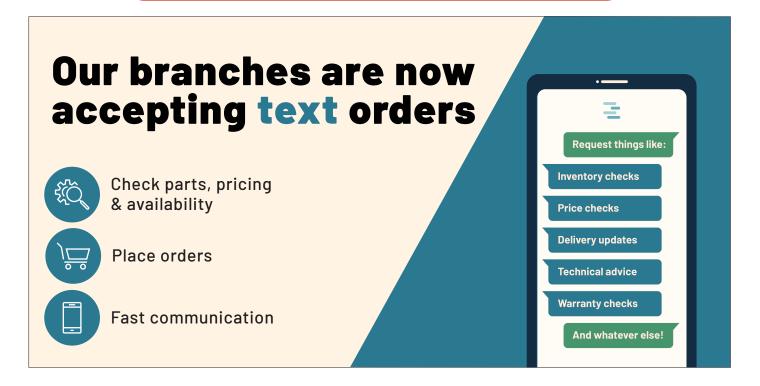- Delivery Updates
- & More

Scan this QR code and text "START" to begin receiving store updates and announcements.
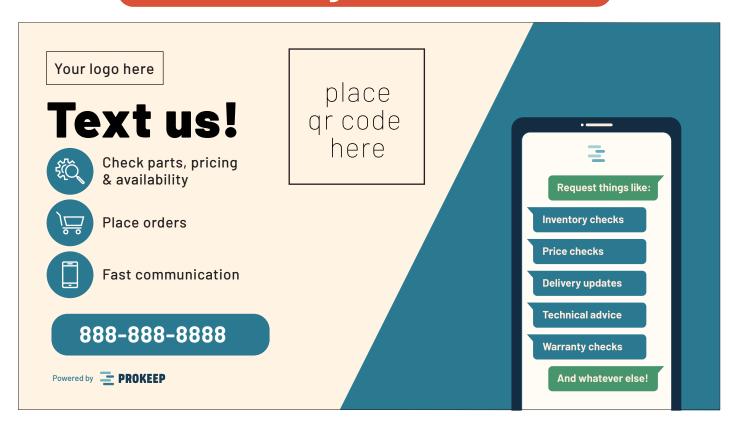
Paste QR here

Your logo here

Website Banner

Our branches are now accepting text orders

- Check parts, pricing & availability
- Place orders
- Fast communication

Request things like:
- Inventory checks
- Price checks
- Delivery updates
- Technical advice
- Warranty checks
- And whatever else!

Postcard

Your logo here

place qr code here

Text us!

- Check parts, pricing & availability
- Place orders
- Fast communication

888-888-8888

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Request things like:
- Inventory checks
- Price checks
- Delivery updates
- Technical advice
- Warranty checks
- And whatever else!

Email Blast

Send an email to your customers informing them that they can text in orders to your branch numbers. We recommend sending out an email blast to your marketing base 1-3 weeks following activation. This delay will give your locations the opportunity to get comfortable with the tool before text-based ordering picks up momentum. Use the following copy as a guide to start your campaign.

Subject Line:
[Company name] is now accepting text message orders!

Copy:
Hey there,
You can now skip the line and save time by texting your orders into any [company name] branch number! Just send a text to the number you usually call with your order details, a picture of your order list, or any general inquiry and our team will be there to respond back quickly and take care of your needs!

Text soon!
[Company name]

Printed Marketing Materials

Add your phone number and "Text us your orders!" to your logo and create any decals as truck door stickers, bumper stickers, magnets, notepads, pens, general signage or anything else you want to use to get the word out to your customers.

The opportunity to be creative here is endless – maybe you have pens at your counter or give out annual calendars. Can a short "text us!" be included in any materials you already generate? Not every piece of the marketing puzzle has to be deployed right away with activation – think about what strategies can be used throughout the year to keep the message steady.

Do you deliver? Adding magnets to trucks that list branch numbers and invite texting is an inexpensive and effective way to get the word out!

Of course, we can't wait to hear about your successes. Make sure to let your Customer Success Manager here at Prokeep know what creative techniques you use!

PROKEEP Supply Co. **Text Us! 888-888-8888**