gcs
garden center solutions
advertising & marketing for the green industry

Driving Growth + Engagement Through Text Messaging

Powered by taponit

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High Open Rate

Open rates as high as

99%

90% Open Rate
in first 3 minutes

One cell phone number.

Zero unread text messages.

Build & Engage Your Audience Through Text

Text marketing helps brands build an opt-in database of consumers who want to receive content and promotions via text.

Focused on text-to-conversion, we provide a solution that brands can use to reach, engage, retain and further monetize consumers.

People are visual, with our platform you aren't just sending black and white texts - you can send up to nine images or an animated GIF in a single MMS, guaranteeing visibility for the brand.

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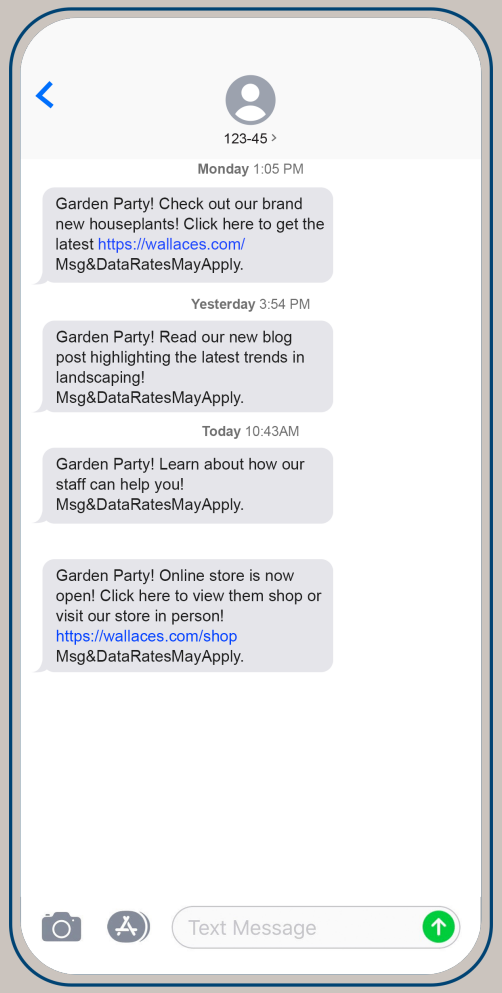

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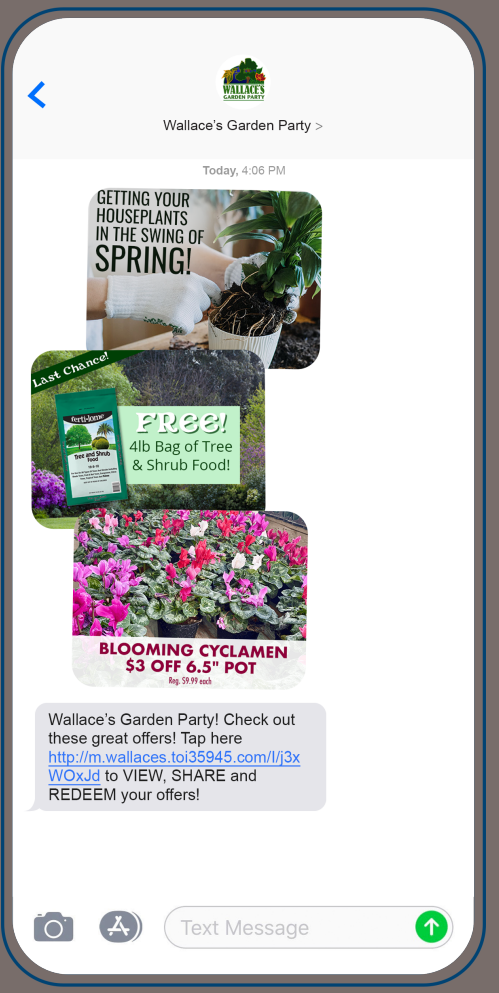


TO

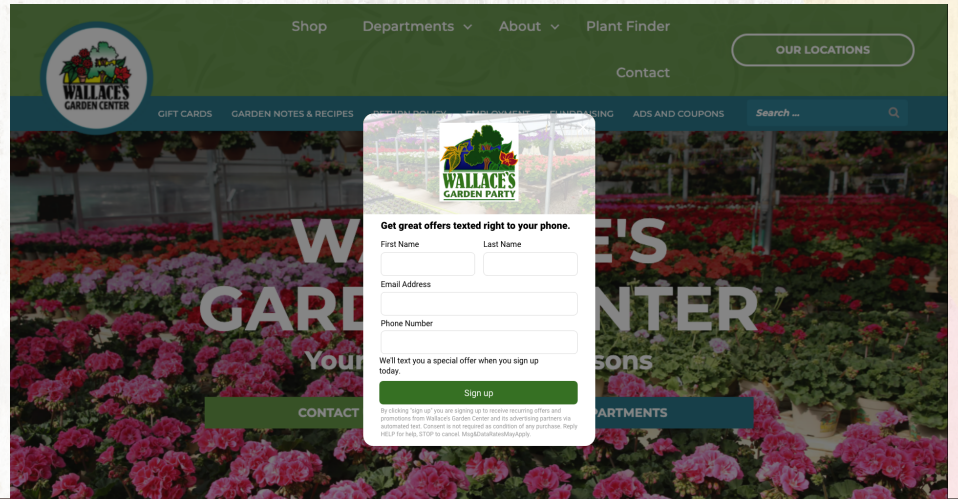
Ways to Grow Your Database

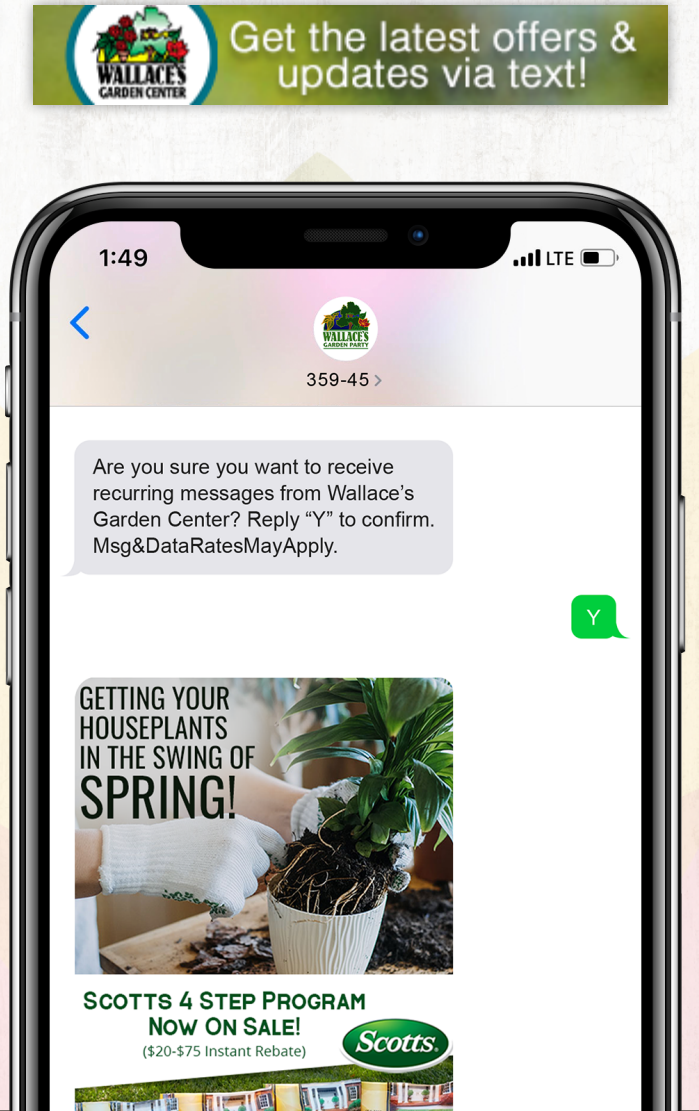
Convenient, user-friendly options allow users to opt in via multiple channels.

Direct Opt-In: User texts a keyword directly to the phone number to opt-in to the text program

Opt-In QR code: Opens to texting application with pre-filled phone number and keyword

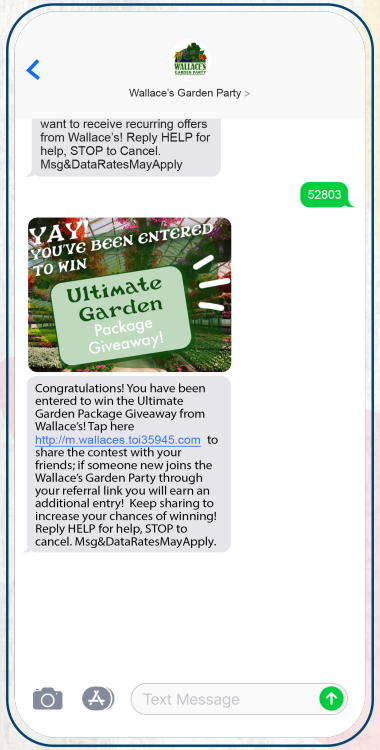
Opt-In API-Web Form: Gather info and opt-in users, submission triggers the confirmation text for a double-opt-in confirmation

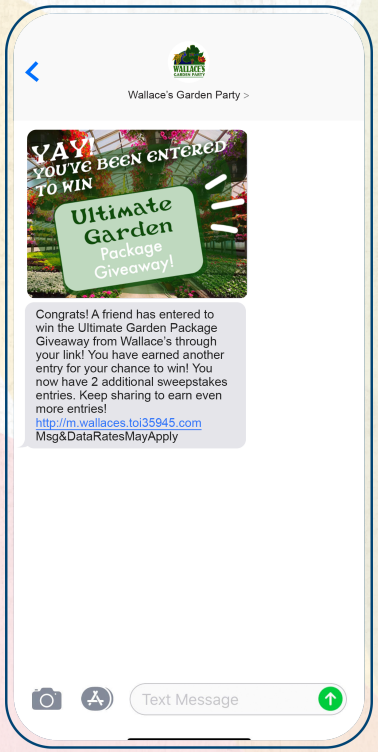




Sweepstakes to Drive Database Growth

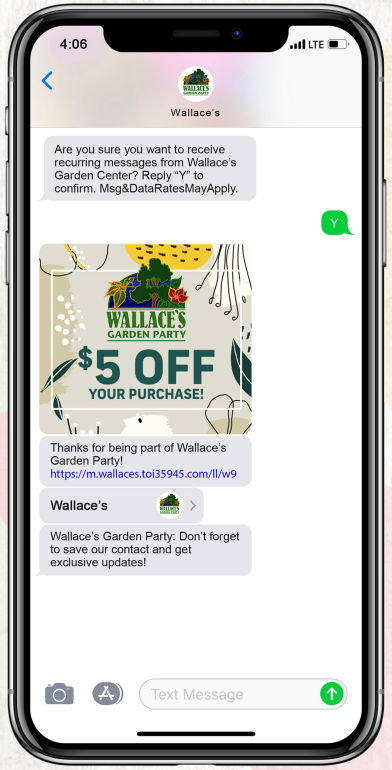
Use sweepstakes to encourage sharing and gain organic database growth through a gamified sharing experience, all while gathering additional customer data. A webhook behind any submit button can automate the send of the opt-in confirmation text message. Users keep sharing thanks to an automated text after each new entry is received!

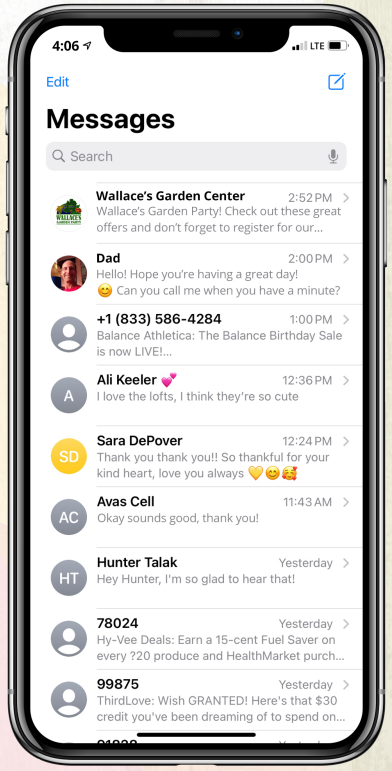




Welcome Message Opt-In Flow

Creating a great first impression is key in any form of communication. Our platform makes it easy for brands to create a flow that feels personal. Include your Contact Card, saving your contact is great for top-of-mind-awareness every time the user scrolls through their text messages.

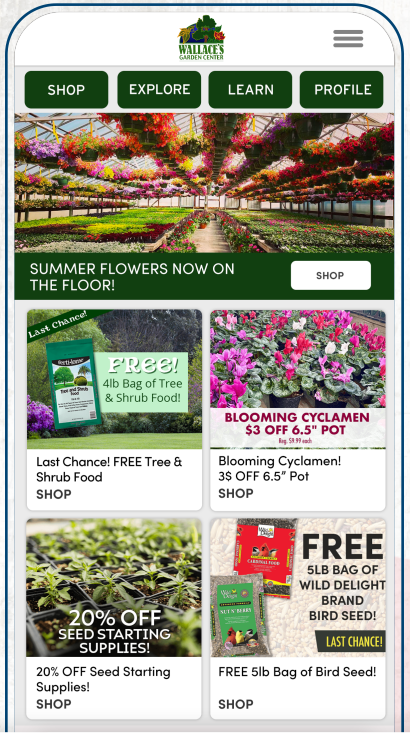




Inside Look at the Customizable Content Hub

Consumer taps the link in their text thread to view content, share with friends, learn about programs and more.

One browser-based link, all your content. Make it easy to take the next step.



No additional management; connect to Google Analytics to track engagement

Content is auto-magically curated and personalized based on each user.

Several layouts to choose from, customizable to match your brand

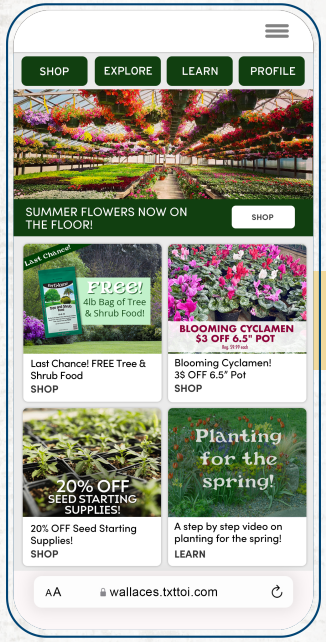
- ✔ Browser-based, no app required!
- ✔ Tracked and reported user activity
- ✔ Customized buttons and navigation

Content That Goes Further

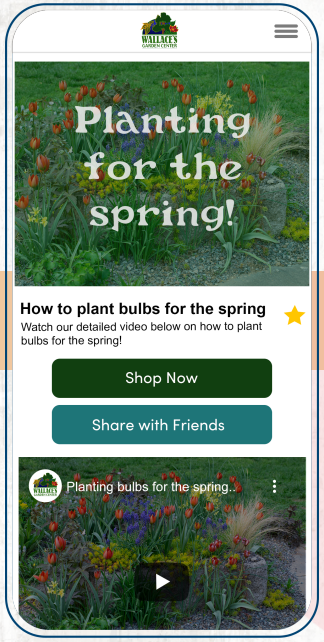
Build a database that you own that has opted-in to receive content from your brand.

Guarantee visibility by including multiple images, gifs and more in your text along with a call to action and link. Create offers and promotions that are shareable, redeemable and trackable. Display Spotify and YouTube content in the mobile page to keep users engaged.

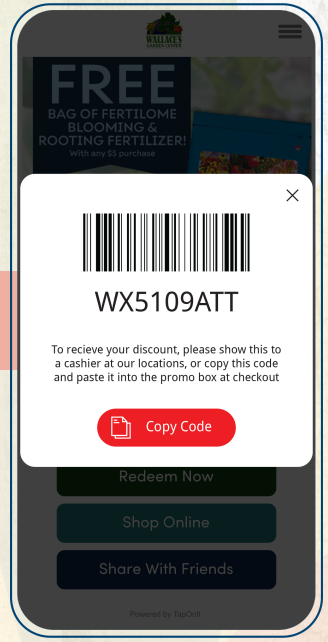
Easy Access



YouTube Videos + Spotify Playlists

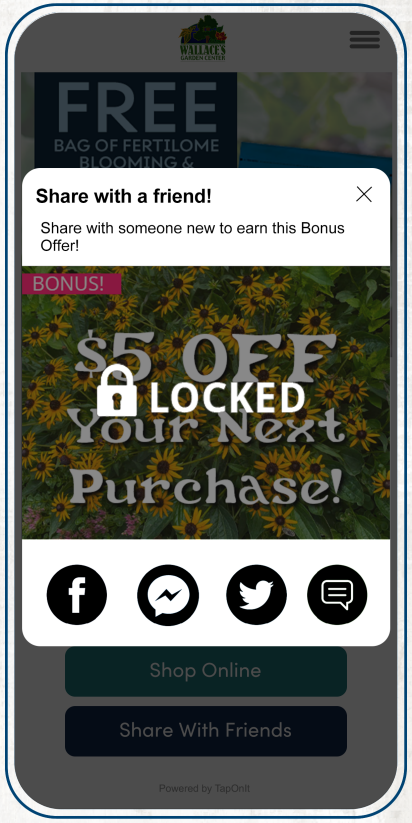


Multiple Ways to Redeem



Turn Brand Loyalists into Influencers

Grow your database organically and gain free additional exposure by incentivizing users to share and promote content.



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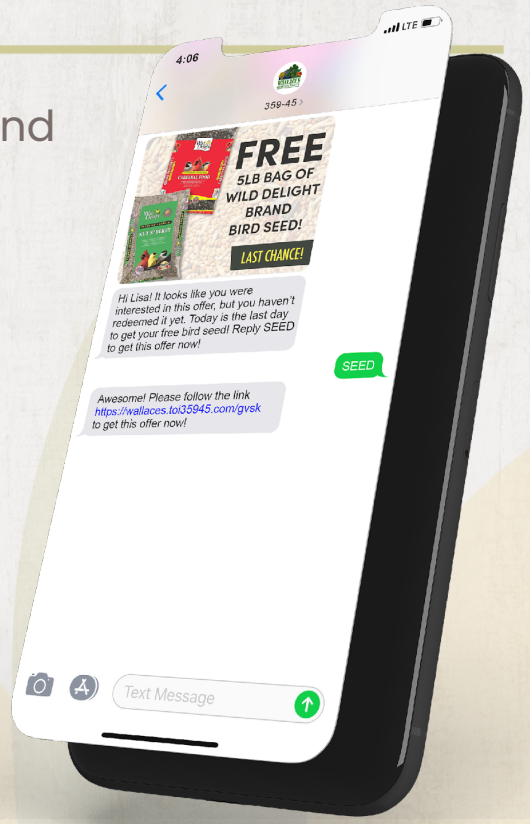
Triggered Messages

Use our Triggered Message Service to automate messages based on actions, events and data. Sync directly with your CRM to enable configuring, tracking and measuring automated engagements in real-time.

Events

- Subscribing to a service
- Special occasions
- Completing a purchase
- Abandoned a shopping cart
- Time spent on a product

These conversational messages give the consumer a friendly reminder with a link back to their cart to complete the purchase.



Did user complete checkout?

YES

NO

2 Hours Later: Abandoned Checkout Reminder

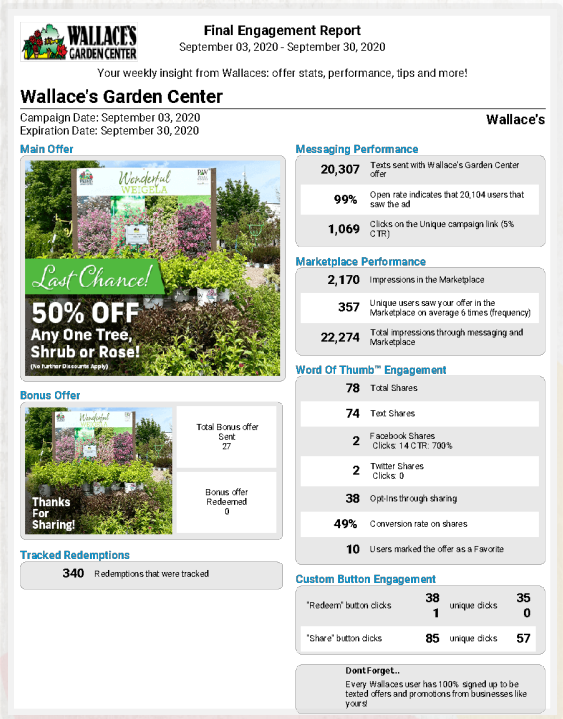
YES

NO

Next Day: Reminder with Promo Code

GCS Management Services

GCS creates the artwork, composes messages, schedules and deploys campaigns, monitors activity, tracks results and more!



Final Engagement Report
September 03, 2020 - September 30, 2020

Your weekly insight from Wallaces: offer stats, performance, tips and more!

Wallace's Garden Center

Campaign Date: September 03, 2020
Expiration Date: September 30, 2020

Wallace's

Main Offer

Last Chance!
50% OFF
Any One Tree, Shrub or Rose!

Bonus Offer

Thanks For Sharing!

Total Bonus offer Sent 27

Bonus offer Redeemed 0

Tracked Redemptions

340 Redemptions that were tracked

Messaging Performance

20,307	Texts sent with Wallace's Garden Center offer
99%	Open rate indicates that 20,104 users that saw the ad
1,069	Clicks on the Unique campaign link (5% CTR)

Marketplace Performance

2,170	Impressions in the Marketplace
357	Unique users saw your offer in the Marketplace on average 6 times (frequency)
22,274	Total impressions through messaging and Marketplace

Word Of Thumb™ Engagement

78	Total Shares
74	Text Shares
2	Facebook Shares Clicks: 14 CTR: 700%
2	Twitter Shares Clicks: 0
38	Opt-ins through sharing
49%	Conversion rate on shares
10	Users marked the offer as a Favorite

Custom Button Engagement

"Redeem" button clicks	38	unique clicks	35
	1		0
"Share" button clicks	85	unique clicks	57

Dont Forget..
Every Wallaces user has 100% signed up to be texted offers and promotions from businesses like yours!

Wallace's Garden Party Daily Database Report

	Total Subscribers	Opt-ins	New	Return	Opt-Outs	Market Growth	Campaign Sent
Thursday, April 01, 2021	11,314	23	20	3	16	7	1
Wednesday, March 31, 2021	11,310	8	8	0	1	7	0
Tuesday, March 30, 2021	11,303	5	5	0	1	4	0
Monday, March 29, 2021	11,297	10	9	1	0	10	0
Sunday, March 28, 2021	11,288	24	20	4	0	24	0
Saturday, March 27, 2021	11,268	12	10	2	0	12	0
Friday, March 26, 2021	11,256	18	17	1	0	18	0
Thursday, March 25, 2021	11,241	14	13	1	0	14	0
Wednesday, March 24, 2021	11,228	7	6	1	0	7	0
Tuesday, March 23, 2021	11,222	5	5	0	1	4	0
Monday, March 22, 2021	11,218	11	9	2	0	11	0
Sunday, March 21, 2021	11,209	14	12	2	0	14	0
Saturday, March 20, 2021	11,197	18	18	0	0	18	0
Friday, March 19, 2021	11,179	3	3	0	4	-1	0
Thursday, March 18, 2021	11,180	9	9	0	14	-5	1
Wednesday, March 17, 2021	11,185	9	8	1	0	9	0
Tuesday, March 16, 2021	11,177	5	4	1	0	5	0
Monday, March 15, 2021	11,173	2	2	0	0	2	0
Sunday, March 14, 2021	11,171	9	8	1	0	9	0
Saturday, March 13, 2021	11,162	11	10	1	0	11	0
Friday, March 12, 2021	11,152	10	7	3	0	10	0
Thursday, March 11, 2021	11,146	6	6	0	0	6	0
Wednesday, March 10, 2021	11,140	7	6	1	0	7	0
Tuesday, March 09, 2021	11,134	4	4	0	0	4	0
Monday, March 08, 2021	11,130	11	8	3	0	11	0
Sunday, March 07, 2021	11,122	10	9	1	0	10	0
Saturday, March 06, 2021	11,113	15	12	3	1	14	0
Friday, March 05, 2021	11,102	7	5	2	0	7	0
Thursday, March 04, 2021	11,097	9	9	0	0	9	0
Wednesday, March 03, 2021	11,088	8	7	1	0	8	0

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Detailed reports for each campaign.

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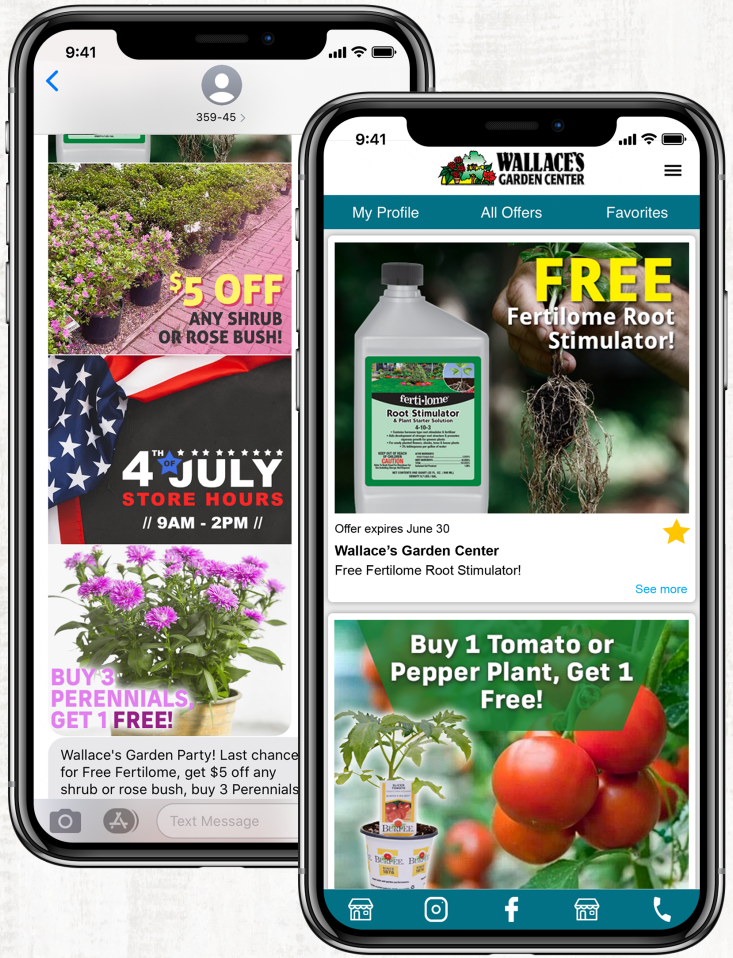
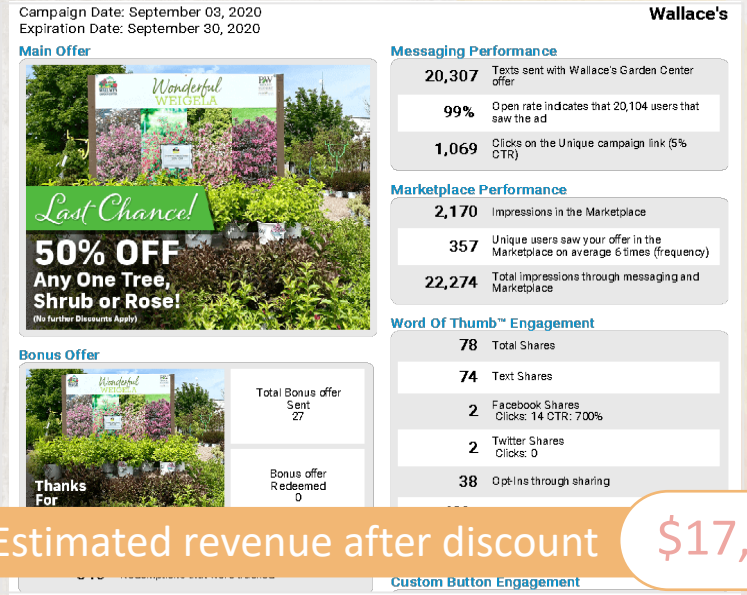
Customer Case Study





13k+ Database
55% Conversion
on Shares
Single Location,
Bettendorf, IA

Estimated revenue after discount $17,000

Features & Plans

FEATURES	STANDARD	PLUS	ENTERPRISE
SaaS Messaging Platform (SMS & MMS)	•	•	•
TFN or Short Code Provisioning & Management	•	•	•
Compliance Monitoring	•	•	•
Database Reporting & Growth Consultation	•	•	•
Opt-In API	•	•	•
Contact Card & QR Code	•	•	•
Branded/Customized Micro-site		•	•
Engagement Tracking		•	•
Audience Management & Targeting			•
Analytics & Business Intelligence			•
Set Up	**$500**	**$750**	**$1,500**
Monthly Platform Fee	**$160**	**$260**	**$410**

GCS MANAGEMENT SERVICE OPTIONS PER CAMPAIGN

Includes: Artwork, Scheduling/Deployment, Reports*

BUDGET	STANDARD	PREMIUM
$65 **Artwork for 1 Template Image/Offer*	**$90** **Artwork for 2 Template Images/Offers*	**$125** **Artwork for up to 4 Custom Images/Offers*

Additional Details

À La Carte	SET UP
Triggered Messages	Custom Quote
Additional Integrations	Custom Quote
Opt-In Landing Page	$250
Opt-In Landing Page with Sweepstakes Add-On	$500
Audience Management, Targeting, Analytics & Business Intelligence	$750 Set Up • $160/month
Geo-Targeting by Zip Code	$250 Set Up • $25/month

PROVISIONING & MONTHLY NUMBER RATES

TYPE	RATE CARD
Short Code Provisioning	$1,000
Short Code Monthly	$500
TFN Provisioning	$100
TFN Monthly	$10

TOLL-FREE NUMBERS MESSAGING RATES

TOLL-FREE NUMBERS	RATE CARD
TFN SMS*	$0.025
TFN MMS*	$0.050

SHORT CODE MESSAGING RATES

SHORT CODE	RATE CARD
SMS*	$0.02
MMS*	$0.045

Plus Carrier Surcharge Fees