

5 Easy Ways to Gain Text Opt-Ins

The most effective way to get contacts to opt into text messaging is to advertise your texting number at key entry points so contacts can share their mobile phone number to receive text updates.

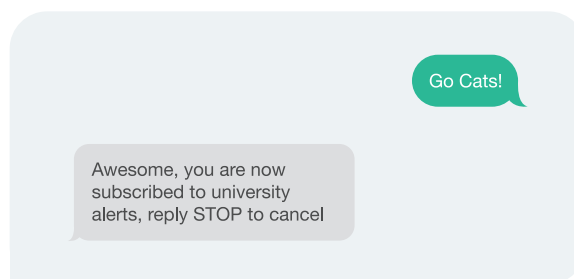
- 1 Initiate an e-mail blast to notify contacts of the ability to opt-in for text updates
- 2 Keep inquiry forms simple, fun, and to the point
- 3 Update social media pages with your virtual phone number
- 4 Update your email signature with your virtual phone number
- 5 Update your online application to include language for opting into text messaging

Example - Text "Go Cats" to xxx-xxx-xxxx for University updates

Why should contacts opt-in?

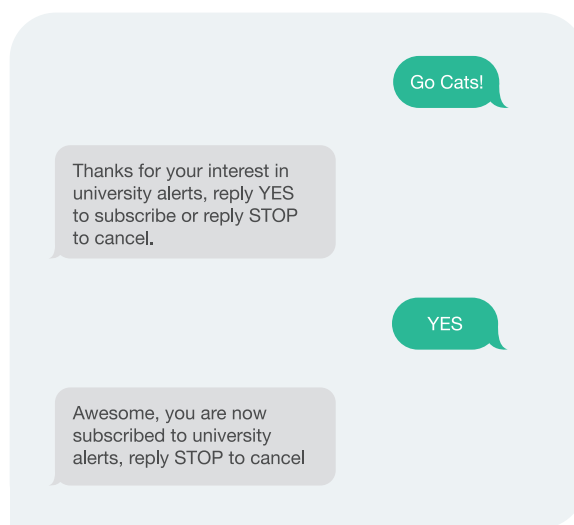
Compliance best practices indicate that message senders should gain contact consent and maintain their preferences in order to text through platforms like Cadence (including all third-party texting platforms and CRMs). By gaining consent, you also ensure you have an engaged audience for texts. Mongoose recommends best practices on consent to help clients achieve success using our product and ensure that potential issues are avoided.

Single opt-in



A single opt-in is a one-step action and only requires a person to text a keyword. No confirmation is required, and they instantly become a subscriber.

Double opt-in



A double opt-in involves a two-step action where a person texts a keyword and then is required to confirm their subscription. The main benefits of utilizing a double opt-in are that you will have more engaged/responsive contacts and a decreased likelihood of being flagged as spam.