AGTXT HOW TO

HOW TO BUILD CUSTOMER LISTS

THERE ARE FOUR PRIMARY WAYS TO BUILD LISTS:
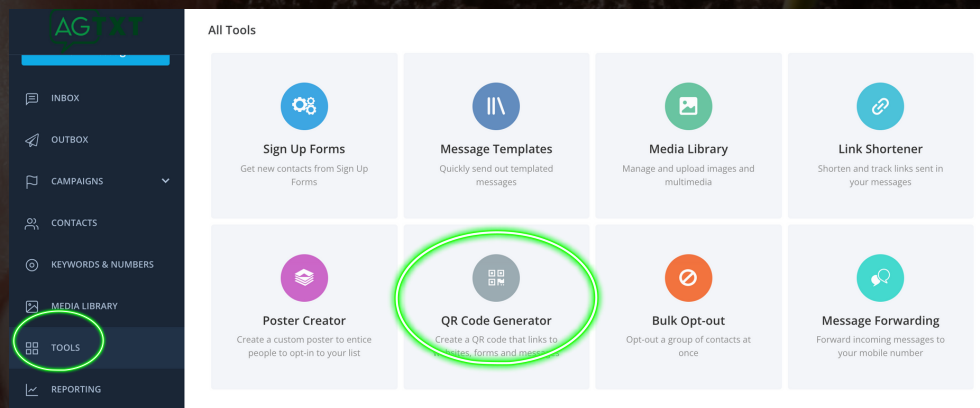
- Promotion of Keywords
- QR Codes
- Sign Up Forms
- Past buyer and bidder data

PROMOTION OF KEYWORDS

- *Promoting keywords is the EASIEST way to get customers to sign up for your contact list.*
- Customers simply have to text your chosen keyword to your designated phone number and they are enrolled in your list!
- Tips for promotion:
  - Choose a keyword that is short, simple and has meaning to your brand.
  - Share your keyword with your customers on social media or via email.
  - Be sure to promote it uniformly everywhere. For example, promoting a keyword in all caps may limit mistakes.

QR CODES

- *Creating a scannable QR code that allows customers to scan the code with their camera phone and automatically be added to your list is an effective and relatively error free way to build your customer list.*
- Here's how to create a QR code in AGTxt:
  - In your AGTxt Dashboard, click "Tools" in the left navigation panel and click the "QR Code Generator" button.

- There are two options in the drop down menu to make an ACTIONABLE QR code - you can create it to deliver people to your website or a pre-filled text message
  - **Delivery to website:** You will simply fill in your company website URL OR you could include a link to a pre-made sign up from.
  - **Delivery to a pre-filled text:** Fill in the phone number the text will send to (your designated AGTxt number) and enter your Keyword in the "Message" box and when customers scan the code, all they'll have to do is tap send to opt-in to your list.

SELECT ACTION

Visit URL

Prompts user who scans to visit a url on their phone

YOUR URL

GENERATE QR CODE

SELECT ACTION

Create Text Message

Customers can scan this QR code to automatically populate a text message with the message and recipient.

This is a great way to promote a Keyword. Enter your Keyword in the Message box, then when customers scan the code, all they'll have to do is tap send to opt-in to your list.
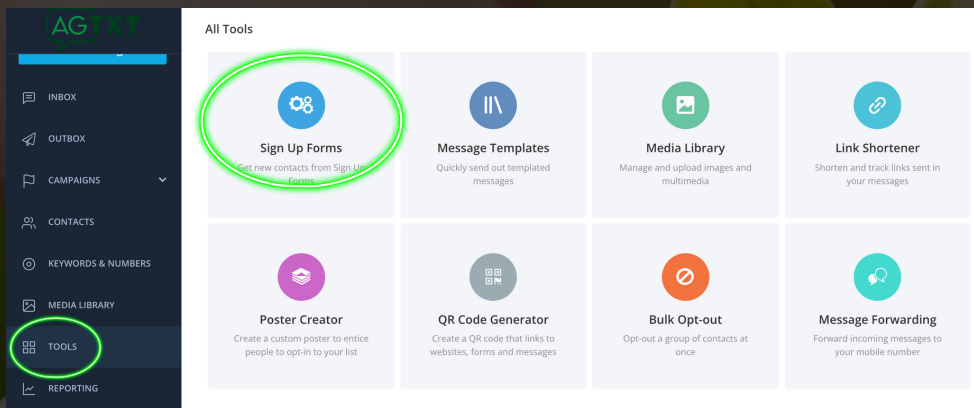
NUMBER

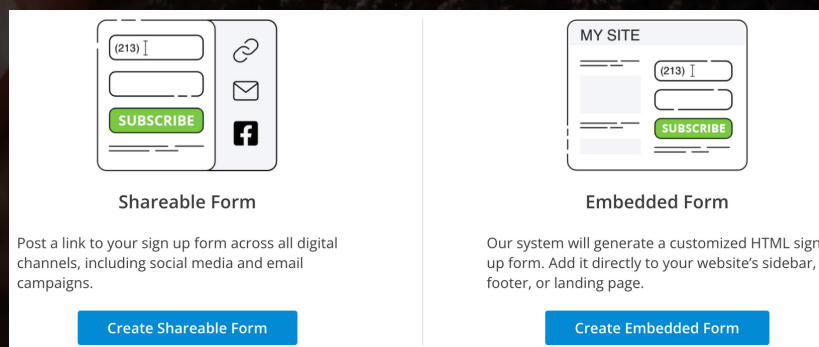8064367350

MESSAGE

GENERATE QR CODE

CREATING SIGN UP FORMS

- *Creating sign up form is a versatile way to promote your texting service and also makes it easy for customers to click the link and fill in some simple information to join the list.*
- Here's how to create a sign up form:
  - In your AGTxt Dashboard, click "Tools" in the left navigation panel and click the "Create a Sign Up Form" button.

  - There are 2 types of forms you can create: Shareable forms and Embedded Forms
    - **Shareable Forms:** Create a link to your sign up form that can be easily shared across all digital channels, including social media and email campaigns.
      - If you choose "Shareable Form" you will start with choosing the group(s) the sign up form is promoting.
      - Next you will customize the form fields to reflect what information you'd like to collect, then hit "Create Form"

    - **Embedded Forms:** Create a customized HTML sign up form link that can be added directly to your website's sidebar, footer, or landing page.
      - If you choose "Embedded Forms" you will start with choosing the group(s) the sign up form is promoting.
      - Next you will customize the form fields to reflect what information you'd like to collect, then hit "Create Form"
        - The only difference here, is you will get a completely customized link to add to your website.

***SHAREABLE Forms are the most popular and common.**

Shareable Form

Post a link to your sign up form across all digital channels, including social media and email campaigns.

Create Shareable Form

Embedded Form

Our system will generate a customized HTML sign up form. Add it directly to your website's sidebar, footer, or landing page.

Create Embedded Form

PAST BUYER AND BIDDER DATA

- To jump start your customer lists, if you are a customer of Showpig.com, Show Cattle Connection or AMS Online Sales, your Marketing Agent or Sales Rep can bulk upload your customer lists with data that goes back as far as 2018. These lists will be updated after each sale to keep records current.
- This service is available for a one time $250 charge.

for more information visit: www.agtxt.com