

CONVERSION CAST

How Weather.gov Got a 73.4% Mobile Opt-In Rate Using CallLoop

Our Guest:

Chris Brisson is one of the Cofounders of CallLoop, a mobile marketing company that provides text messaging (SMS) and voice messaging services that integrate with Aweber, infusionsoft, and contact (think Mail Chimp for mobile). Chris has over 10 years of experience in digital marketing and is responsible for business development and the growth of the company.

The Test

Weather.gov recently partnered with CallLoop to provide national and localized weather alerts via text message. In order to test the service of CallLoop and response of people that wanted to receive alerts, Weather.gov sent people to a webpage that CallLoop set up for the test. The webpage consisted of a simple screenshot that read “opt in by texting ‘Weather’ to 38470”.

The Result:

Weather.gov achieved a 73.4 % conversion rate from using the CallLoop service and opt in page. Of the people that visited the site, 73.4% converted into leads by signing up to receive text message alerts. This conversion rate came from 5-30 people choosing to opt-in daily.

The Takeaway:

CallLoop is one of the simplest, yet effective ways to start growing your email list while growing a text message list without a real landing page. You can easily set up a page that explains how to receive text message alerts and automatically have those contacts entered into an email list or CRM platform.

At the beginning of the interview, Chris simply stated that “text to join” works, which was apparent by the high conversion rate CallLoop yielded for weather.gov. Chris also expressed that the lead source is important when considering implementing this mobile marketing strategy. He stressed that the lead source should encourage prospects to visit the opt-in page to receive the one thing they are looking to receive. Prospect’s intent of why they are visiting the site directly correlates to the reason why they want to opt-in, which should be addressed on this page.

Using CallLoop as a Tool:

The main benefits of using CallLoop to integrate a mobile marketing strategy are driving traffic, generating leads, and making more sales. There are just a few steps to put their mobile marketing platform to use, which are listed below.

1. Make sure you are a company that serves the US as CallLoop is US based
2. Create a unique keyword for people to text related to your campaign or company like “weather”
3. Set up an auto response text message thanking leads that opted in
4. See all the prospects that signed up for your list after CallLoop automatically collects names and/or email addresses that push to your email list

Visit:

<http://callloop.com>