

Mobile Messaging Crisis Offer - FAQ

Marketron is committed to providing the tools that will enable you to support your community during these unprecedented times. We are offering four months of mobile messaging services in hopes of helping to facilitate your role in supporting your community.

An SMS text club ensures you can deliver critical community updates on the coronavirus, economic conditions and other news directly to your listeners' phones. It complements your airtime programming, boosts audience engagement and pays for itself.

Below are answers to the most frequently asked questions about this offer and mobile messaging.

What is included with free mobile messaging?

To ensure you have the resources to build a great text club, we're providing your organization with 4,000 total messages (outgoing and incoming messages) per month free. We are also waving the setup fee.

What if we need more than 4,000 messages a month?

No problem. Additional messages will be charged at \$3.50 per 1,000 messages.

Can I setup different accounts for different markets or different stations?

We're happy to setup your separate accounts for each market or station. Your organization will receive a total of 4,000 messages a month, regardless of the number of accounts.

Do I have to be a new SMS customer?

This offer is designed for our customers who need an SMS program to support their communities in this time of crisis. We would be happy to provide a custom solution if you have an existing messaging program that you would like to migrate.

How do my listeners subscribe to receive our messages? Do I need a website sign up?

We would like you to promote your text club on air at least once a day and can provide copy recommendations. Customers will send an SMS text message to a predefined short code number. They will receive a message asking them to confirm that they want to opt-in (a double opt in). There are no online forms or webpages required for this program.

When can we get started?

We know that your business is likely facing a lot of challenges. We have increased our capacity for SMS implementations and trainings. We will be scheduling customers on a first-come-first-served basis. We will work with you to get you scheduled quickly.



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