

# Your Step-by-step Guide to Dealership SMS Success

Thanks for checking out our webinar on how SMS can help you move customers gently and efficiently from the research stage to driving a new car off the lot.

I know we discussed a lot of information during the webinar itself, so here are the SMS templates for your reference and a list of all the steps you need to get started.

## 3 SMS Templates for Auto Dealerships

### The Information Request

Send an automated response like this when someone texts a keyword to your number to receive more information.

Hi, it's [YOUR NAME] from [DEALERSHIP]. I see you're interested in our [VEHICLE MODEL]. Did you get a chance to take it for a test drive? Let me know if I can answer any questions!

### The Sale Promo

Here's a template for a sales promotion or special deal to encourage car buyers to schedule an appointment.

Hi [CONTACT NAME], it's back! [DEALERSHIP NAME] is having a [TYPE OF SALE/PROMOTION]. [DETAILS OF THE PROMOTION AND TERMS/CONDITIONS].

This offer expires soon! Please call us at [YOUR NUMBER] or text back NOW to set your appointment. Reply STOP to stop

### The Follow-Up

Re-engage prospects by following up after an appointment. Show them that you're there to answer any questions they may have and are dedicated to getting them the best deal.

Hi [CONTACT NAME]. It's [YOUR NAME], [JOB TITLE] at [DEALERSHIP NAME]. I know you were looking at some vehicles and I wanted to make sure that you get the best offers from us. With your permission, I would like to reach out to you.

Reply YES if you're interested or reply STOP to stop receiving these messages

# How to Set Up Your Text Message Templates

**Note:** The directions and layout for tools like these might look a little different depending on which texting software you use, but this is how the tools look on SimpleTexting.

# 61%

OF CONSUMERS  
WANT THE ABILITY TO  
TEXT BUSINESSES



## STEP #1

### Create your keyword(s)

Once you're logged into your SimpleTexting account, click **Keywords** on the left-hand menu, then **New keyword**, and fill out the fields on the page. Choose **Save keyword** when you're done.

## STEP #2

### Set up your autoresponders

From that same left-hand menu, select **Autoresponders**, then **New autoresponder**. Fill out the fields, select when your autoresponder will send and which hours and days it will go out, then choose **Save autoresponder**.

### STEP #3

## Schedule any upcoming campaigns

From the left-hand menu, go to **Campaigns**, click **New**, and fill out the fields. To schedule campaigns or set them as recurring, choose **Scheduled** or **Recurring** at the bottom of the page and fill in your scheduling details, then click **Next**.

The screenshot shows the 'New campaign' interface for the number (833) 902-2169. The left sidebar contains a menu with options: Home, Primary number, Inbox, Campaigns (selected), Autoresponders, Keywords, Apps, Contacts, Analytics, Integrations, and Settings. The main form is titled 'Compose campaign' and includes fields for 'Campaign name' (set to 'Live now'), 'Message type' (SMS and MMS), and 'Text message' (containing promotional text and a link). There is also a field for 'Unsubscribe message' (set to 'Reply stop to stop'). At the bottom, the 'Send to' field shows 'JOINLIVE 4' with a 'Select all' link. A 'Message preview' on the right shows how the text will appear on a mobile device.

### STEP #4

## Filter contacts into segments for targeted messaging

Click the **Contacts** tab on the left-hand menu and choose **Segments**, then **New segment**. Select **Add criteria** and choose your custom or default field, then choose **Save segment**.

The screenshot shows the 'New segment' interface. The left sidebar is the same as in the previous step, but the 'Contacts' tab is selected, and the 'Segments' sub-tab is active. The main form is titled 'New segment' and has a dropdown for 'Segment is based on' (set to 'Specific lists'). Below this, there are options for 'Contacts match' (All, Any) and a list of conditions. One condition is visible: 'First Name' is followed by a dropdown set to 'is'. There is an 'Add criteria' button and a 'Save segment' button. At the bottom, it shows 'Matched contacts 0' and a 'Generate CSV' link. The status 'No matches' is displayed at the bottom right.

SimpleTexting

## Test drive the faster, more affordable SMS service provider for Nissan dealerships

No credit card needed. Start your free 14-day trial today.

[Start your free trial.](#)

Hi John, Korey here from your Nissan dealership. Your vehicle service video is ready for viewing at <https://txt.st.LHF12K>

Axle seal: \$95.27  
Oil pan gasket: \$124.31  
We'd need to order parts. Please let us know what you'd like to do

Thank you Korey. Let's order those parts in.

