

Colin Linneweber Text Messaging Campaign

Background

A construction company needed to retain employees and attract new ones. The agency I worked for implemented a text messaging campaign and I wrote the text messages.

Audience

The audience for the texts were current employees, former employees, and prospective employees.

Campaign Goal

The messages would communicate the company culture to existing employees and garner new applications.

Cadence

The campaign sent one text message per week.

Messaging Parameters

The texts could not exceed 143 characters and had to include who the message was from.

Text Messages

OPT IN / OPT OUT: [sent with initial text message to subscribers]

To current employees (157 characters)

Phoenix Masonry would like to send you inspiration, safety tips, & industry news once-a week. Reply YES to opt in & receive texts. Reply STOP to unsubscribe.

To Past employees (156 characters)

Phoenix Masonry would like to send you inspiration, safety tips, & job notices once a week. Reply YES to opt in & receive texts. Reply STOP to unsubscribe.

To prospective employees

Phoenix Masonry would like to send you inspiration, safety tips, & job notices once a week. Reply YES to opt in & receive texts. Reply STOP to unsubscribe.

OPT IN / OPT OUT: [Sent when they reply YES]

Thanks for your interest in receiving text messages from Phoenix Masonry. Reply YES to confirm your subscription. Reply STOP to unsubscribe.

August 25 Category: To current employees

From PHX_Masonry: Summer is still sizzling. We love masonry, but your health comes first. Stay hydrated while doing your magic in the field.

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August 25 Past Employees

From PHX_Masonry: Your skills amaze us, and you'd be great for several of our upcoming projects. Let's catch up.

August 25 Prospective Employees

From PHX_Masonry: You'd love working here. Open communication, safety, and integrity. Join us. <https://bit.ly/3kn0GyT>

September 1 Prospective Employees

From PHX_Masonry: Enjoy your workday with a tight-knit team of masons. Let's talk about your future. Contact us here: <https://bit.ly/3z2MctT>

September 1 Current Employees

From PHX_Masonry: Any friends need work? You know we have a great workplace and we have lots of openings. Tell your friends we are hiring.

September 1 Past Employees

From PHX_Masonry: History repeats itself. We'd like you to rejoin us during this exciting time of growth. Let's reconnect and excel together.

September 8 Current Employees

PHX_Masonry: You are appreciated! We've accomplished so much because of you. Thanks for all you do.

September 8 Past Employees

From PHX_Masonry: Let's build future dreams together. "I like the dreams of the future better than the history of the past." Thomas Jefferson

September 8 Prospective Employees

From PHX_Masonry: Calling all women: Phoenix Masonry wants you. "There is no limit to what we, as women, can accomplish." Michelle Obama

September 15 Past Employees

PHX_Masonry: You did a great job for us. We are hiring and would be thrilled to have you back. Give us a call at 303- 252-0993

September 15 Current Employees

From PHX_Masonry: We love that you love masonry, but don't forget to take your breaks and drink water. Stay safe!

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September 15 Prospective Employees

From PHX_Masonry: "There is no gate, no lock, no bolt that you can set upon the freedom of my mind." Virginia Woolf

September 22 Prospective Employees

PHX_Masonry: We are a women-owned construction company and we have great opportunities for women. Apply today. <https://bit.ly/3kn0GyT>

September 22 Current Employees

From PHX_Masonry: We are enjoying tremendous growth, but make no mistake, we couldn't grow without you. Thanks for making Phoenix what it is!

September 22 Past Employees

From PHX_Masonry: Looking to move on from your current job? We have multiple openings, know how great you are, and would love to reconnect.

September 29 Current Employees

PHX_Masonry: You've made Phoenix rise. We have achieved a lot, but none of it would be possible without you. Thank you for being you.

September 29 Past Employees

From PHX_Masonry: Do you know how Phoenix Masonry became Phoenix Masonry? The answer is: Thanks to your work. Call us 303- 252-0993.

September 29 Prospective Employees

From PHX_Masonry: We value our employees and take pride in our work. We're also enjoying dramatic growth. Let's discuss your future today. <https://bit.ly/3kn0GyT>

October 6 Past Employees

From PHX_Masonry: We miss you. If you're looking for a job, call us. We have several openings and would love to hear from you!

October 6 Current Employees

From PHX_Masonry: A phoenix rising from the ashes is a symbol of hope. We hope that you know how much you're valued. YOU MAKE Phoenix Masonry.

October 6 Prospective Employees

From PHX_Masonry: Do you know what a man can do that a woman can't? NOTHING. Because of this, we'd love to discuss our job openings with you.