



National Association of Collegiate Directors of Athletics

How to Reach More Fans with Texting

Thursday, June 25, 1 p.m. EDT

#NACDA



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Zipwhip

Agenda Overview



**State of collegiate
sports & business
texting**



**Innovative ways
collegiate sports teams
are using texting**



**Evaluating Texting
Providers**



Live Q&A

Why Text Messaging?

EMAIL



50% have 7+ unread emails

Only 41% will respond to an email from a business in 1 hour

PHONE CALL



People only answer half of the calls they receive

Even more so for unrecognizable numbers

But 58% have tried to text these numbers back

Businesses are mostly calling when customers are working

MOBILE APP



Average users already have 80 apps on their phone

61% would not install a new app to communicate with a business

Source: State of Texting study – 01-2019 and various industry sources (see notes)

Why texting for business?

Fast, easy and convenient

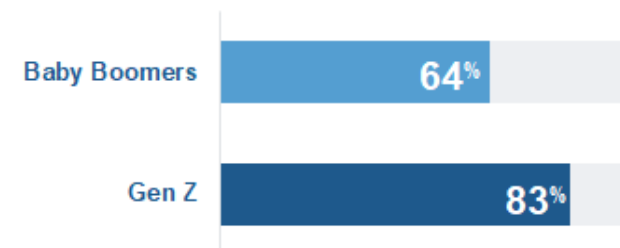
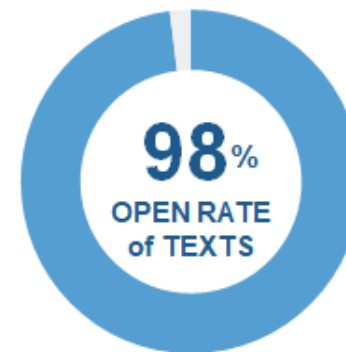
Immediate but not disruptive
Short and direct interactions
No new app required

Effective

74% of consumers have 0 unread texts and will respond to a business text in less than one hour

Expected

75% of consumers are frustrated when they can't reply to a text or call



ALL GENERATIONS WANT TO RECEIVE MORE TEXTS FROM BUSINESSES

Short Code vs. Local/Existing Number

	Short Code	Zipwhip Business Texting
Shared #	Often, yes	No
Two-way conversational	Usually not	Yes
Callable line	No	Yes
Blast Marketing	Yes	Not with out-of-the-box software

150+ professional & collegiate **sports teams** are using Zipwhip to text,
distributing **nearly 800,000 messages** in the last 12 months

% of accounts using set features

- Dynamic Fields – 64%
- Group texts sent – 98%
- Scheduled Texts – 34%
- Keywords – 33%
- Templates – 59%
- MMS Sent – 98%
- MMS Received – 98%
- Emoji – 63%

Across 10 industries that Zipwhip tracks, Sports ranks in the top 3 in usage for each feature

Lead Generation

IU Ticket Office
@IndianaTix

2020-21 @IndianaMBB season tickets are up for renewal.

Put down 5% (tickets, parking, donation) and spread your payments out from July-October.

Text IUMB to 812-855-4006 to get started!

#GoIU

INDIANA
MEN'S BASKETBALL

Text IUMB to 812-855-4006 to Renew!

RENEW YOUR 2020-21 SEASON TICKETS

OCTOBER 4
TASTINGS BEGIN AT 5PM
KICKOFF 7PM vs NEW MEXICO

- BEER & WINE TASTINGS FOR 2 HOURS
- FREE BREW & VINE TASTING CUP
- MEAL VOUCHER PROVIDED
- INCLUDES GAME TICKET

STARTING AT \$35

TEXT "BREW" TO 408-924-7589

INTERESTED IN PURCHASING FOOTBALL SEASON TICKETS OR MINI PLANS?

TEXT 662-325-8890 WITH KEYWORD "TIX" FOR MORE INFORMATION

UE Athletics
@UEAthletics

WHAT. A. GAME.

Be a part of this. Text now to get your season tickets!

#ForTheAces

TICKETS ON SALE!

TEXT "UPSET" TO (812) 488-2237
\$140 SEASON TICKETS FOR THE REST OF THE 2019-20 SEASON

#ForTheAces

Sales



Forrest
@SeminoleForrest

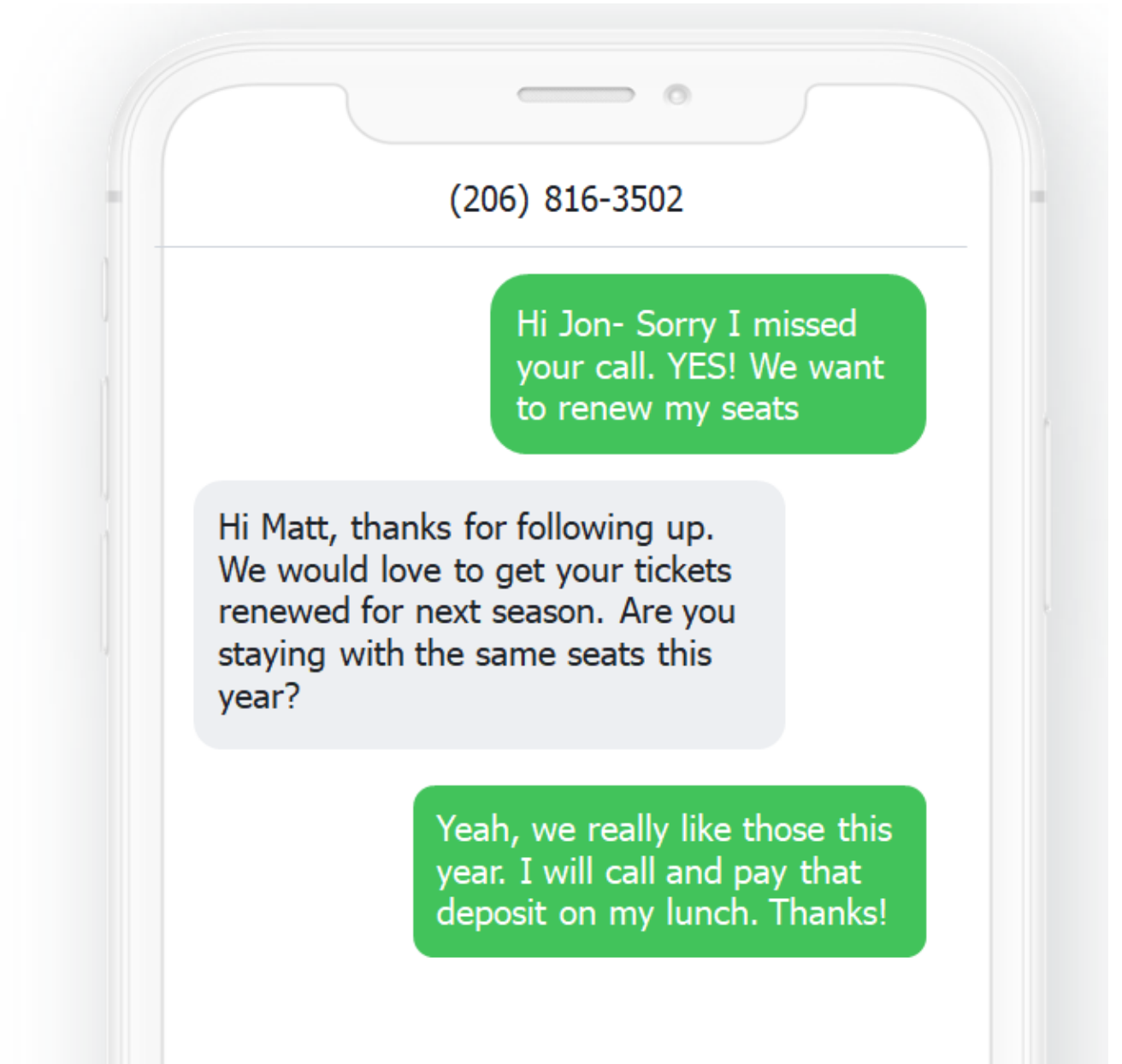
Limited number of Dunlap Champions Club tickets are available for the Miami game !!

Please call/text me if interested 📞

#DoSomething | (850) 644-1833



Service



Innovative ways collegiate sports teams are using texting

4 Maximizing ROI



See Something

Say Something

Text Us!

Key Decision Criteria



**Behind the
Scenes**



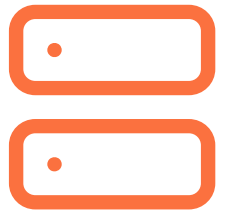
**Product
Focus**



**Onboarding
& Support**



Feature Set



**Industry
Usage**

QUESTIONS?



MORE QUESTIONS?

Contact **Matt Bruhn**
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