

7 TIPS FOR

# 2-Way Texting



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## 1 Text vs Email vs Phone Call

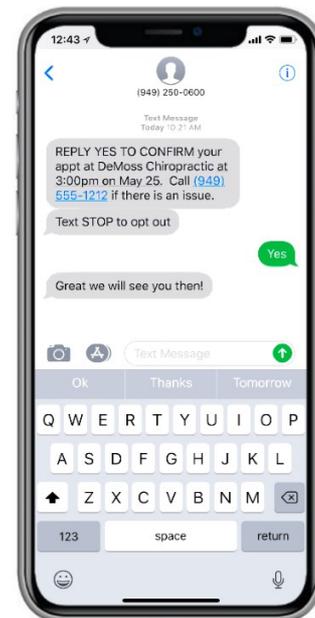
Did you know that 95% of all text messages are opened, 5% of emails are read, and 14% of business calls are answered? The numbers clearly show that your patients want texting and they want it now.

## 2 Landline Texting

It's a little known secret that you can send and receive text messages using your landline phone number. You just need to work with your landline phone carrier to set it up, and you'll need a provider that offers the platform to send and receive texts. Once setup, you can send and receive texts from the phone number your patients already know and have familiarity with! This will also increase your response rate on all of those text messages.

## 3 2-Way Texting vs 1-Way Texting

This is actually really funny if you think about it. Imagine someone walks up to you and asks for directions. You don't answer them at all. You ignore them and leave them standing there waiting for a response. That is the same as 1-way texting. And quite frankly, it's RUDE! Make sure you have a way to respond if people text your business.



## 4 Customization

Some providers allow you to send messages, but you can't edit the message. This is silly, because you are not the same as every other office like yours. You have a personality. Beyond that, the writers of the platform may not be good copy writers, and you shouldn't be forced to use their exact message. A favorite quote of mine is "The \$1 bill and the \$100 bill are printed on the same paper. The only difference is the messaging".

## 5 # of Reminders

If you send more than 1 reminder, do you acknowledge when the appointment is confirmed, and stop sending reminders? Ask someone “How are you?” and then let them answer you. Then an hour later, ask them the same question again, as if you didn’t just ask it an hour earlier. That would make you look pretty crazy, right?

## 6 Reactivations

The easiest way to reactivate a patient is sending a simple text with a link to schedule an appointment online. There is no back and forth texting needed. There are no phone calls needed. And this reactivation process can be completely automated.

## 7 Bulk Texting

Have a message you want everyone to know? Email used to be the common method of mass communication, but with open rates plummeting over the years to below 5%, you need a new solution! The new solution is: texting. Bulk texting is a text sent to a large number of people. You send out one text. Each individual person receives their own text message conversation to reply to (not a group text, because that would make everyone pretty upset).

For more information on how to implement 2-Way Texting in your practice, visit: [www.ReviewWave.com](http://www.ReviewWave.com) and request a *Free Demo*.