TxtSquad

Connect your Community

With Text Messaging

JULY 7-9
Town Hall Park

LIVE MUSIC
LOCAL VENDORS
FOOD & DRINK
ACTIVITIES FOR KIDS

SUMMER MUSIC FESTIVAL

The annual Summer Music Festival here!

Activities start this Friday at 2 pm in Town Hall Park.

To see the full activity calendar, band lineups, and vendor information please reply INFO.

Awesome!

Why Choose Texting?

Texting is quickly becoming a medium of communication that allows municipalities to cut through the noise and get residents attention. Texting is cost effective, more accessible than email or social media, easy to use, and it gets engagement that you wont see in any other communication medium.

Cost Effective

Engagement

Accessible

Easy to Use

Cost Effective

Texting is quickly becoming the most practical and profitable form of marking. We're here to help you not only save time, but money and resources.

Cost

$50

$35

$3

50
40
30
20
10
0

100 Read Text Messages
100 Social Media Engagements
100 Printed Mailouts

Engagement

Engaging residents keeps them interested and involved. The average open rate of a text is **5x higher** than an email.

SMS
98%

EMAIL
19.8%

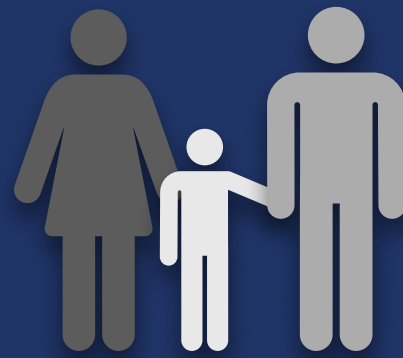"Text messages have a 98% open rate while email has only a 20% open rate."

Forbes.com

Accessible

Not everyone has access to a computer, but the vast majority of people have a cellphone.

95% of people have
access to a smartphone

30% of people don't have
regular access to a computer

Easy to Use

In addition to being cost effective and fully accessible, texting is easy to use. Writing a text message requires significantly less effort than writing an email.

With a few quick clicks, you can reach out to community members and residents anytime from your mobile phone or computer.
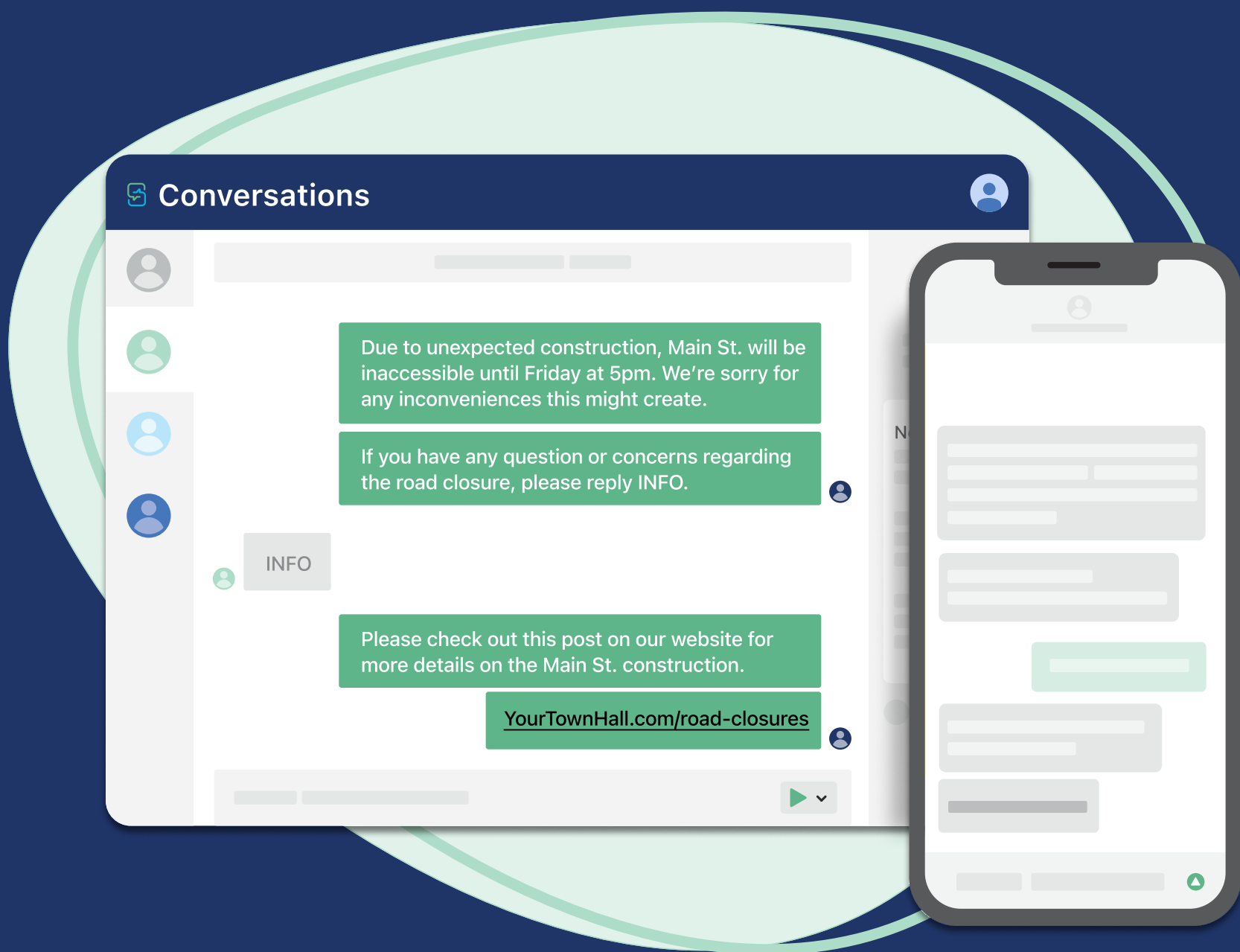
CHANNEL
PORT AUX BASQUES

"Text messaging gets to more people quicker and easier than email... A text message prompts [people] right away to have a look.

Brian Button, Mayor of Channel-Port aux Basques

What is TxtSquad?

TxtSquad is a cloud-based texting platform with easy to use web and mobile apps that enables towns to send important updates, alerts, and notifications to residents instantly. This can include emergency alerts, road closures, event reminders, and other time-sensitive information.

Conversations

> Due to unexpected construction, Main St. will be inaccessible until Friday at 5pm. We're sorry for any inconveniences this might create.

> If you have any question or concerns regarding the road closure, please reply INFO.

INFO

> Please check out this post on our website for more details on the Main St. construction.

> YourTownHall.com/road-closures

Want to Learn More?
Book a Demo Today at

txtsquad.com