



Understanding the Value of Text Marketing

Business owners rarely invest in marketing simply because it is marketing.

They invest in outcomes.

More customers.

More repeat business.

Better visibility.

Increased sales.

Stronger customer relationships.

Marketing is often the vehicle.

The outcome is the destination.

Understanding this distinction can make sales conversations more relevant, more productive, and more effective.

1. Business Owners Buy Outcomes

Many salespeople focus on explaining services, features, and marketing tools.

Business owners are often more interested in the results those tools can create.

For example, a restaurant owner may not be looking for a text marketing platform.

They may be looking for a way to increase traffic during slow periods.

A salon owner may not be looking for a messaging service.

They may be looking for a way to generate more appointments.

A retailer may not be looking for a campaign dashboard.

They may be looking for a way to increase sales during promotions.

Why This Matters

Business owners rarely wake up looking for new marketing tools.

They wake up thinking about customers, revenue, staffing, growth, and profitability.

The more closely a solution connects to those priorities, the more valuable it becomes.

TIP

Focus on the outcome before the method.

Business owners are often more interested in what a solution can help them accomplish than how it works.

2. Understanding Business Goals

Different businesses often have different priorities.

A restaurant owner may want to increase traffic during slower periods.

A salon owner may want more appointments.

A retailer may want stronger promotion performance.

A fitness studio may want former members to return.

The solution may be the same.

The desired outcome may be different.

One of the most important parts of a sales conversation is understanding what success looks like for that specific business owner.

The goal is not to assume what matters most.

The goal is to understand what matters most to them.

Discovery conversations help reveal priorities, challenges, and opportunities.

Why This Matters

Text marketing can create value in many different ways.

For one business, value may mean attracting new customers.

For another, it may mean increasing repeat business.

For another, it may mean improving awareness of promotions and events.

The more clearly you understand the desired outcome, the easier it becomes to determine whether text marketing can support it.

The same solution can solve different problems for different businesses.

3. Connecting Challenges to Outcomes

Business challenges often create relevance.

A challenge may explain why a business owner is willing to consider change.

Examples:

- Slow weekdays may create opportunities to increase traffic.
- Low customer retention may create opportunities to encourage repeat visits.
- Poor promotion visibility may create opportunities to improve communication.

Why This Matters

Many sales conversations focus on the challenge.

Experienced salespeople often focus on the outcome.

The challenge explains the problem.

The outcome explains the value of solving it.

Business owners rarely take action simply because they understand a problem.

They take action because they want a better result.

A restaurant owner may understand that Tuesdays are slow.

What they really want is more customers.

A retailer may understand that promotions are underperforming.

What they really want is stronger sales.

A salon owner may understand that appointment volume is inconsistent.

What they really want is a fuller schedule.

The challenge creates awareness.

The desired outcome often creates motivation.

The desired outcome is often more important than the challenge itself.

4. Why Text Marketing Works

Text marketing provides businesses with a direct way to communicate with customers.

Businesses commonly use text marketing to:

- Promote offers

- Announce events
- Encourage repeat visits
- Share updates
- Increase awareness

Unlike many forms of marketing, text messages are delivered directly to the customer.

This direct communication can help businesses stay visible, communicate more consistently, and remain connected with their audience.

A Different Perspective

Creating an offer is only part of the challenge.

Customers must also know the offer exists.

Many marketing efforts struggle because the message never reaches the intended audience.

A restaurant may create a special promotion.

A retailer may launch a sale.

A salon may introduce a new service.

If customers never see those messages, the opportunity may be missed.

Text marketing can help reduce that gap by creating a direct line of communication between businesses and customers.

Why This Matters

Marketing is often viewed as the process of creating offers.

In reality, it is also the process of communicating those offers.

Even the best offer can produce disappointing results if customers never know it exists.

Communication creates awareness.

Awareness creates opportunity.

Text marketing is not valuable because it sends messages.

It is valuable because of what those messages can help businesses accomplish.

5. Why Marketing Often Feels Frustrating

Many business owners have invested time, money, and effort into marketing without seeing the results they expected.

As a result, they may be cautious when evaluating new marketing opportunities.

This caution is often less about the marketing itself and more about uncertainty regarding the outcome.

Many business owners have heard promises before.

They have been told a marketing solution would increase customers, generate sales, or improve growth.

Sometimes those expectations were met.

Sometimes they were not.

Why This Matters

Business owners are rarely evaluating marketing in isolation.

They are often evaluating it through the lens of previous experiences.

Questions such as these are common:

- Will this help me attract customers?
- Will this increase sales?
- Will this be worth the investment?
- How is this different from what I have tried before?

Business owners do not evaluate marketing based on features.

They evaluate it based on results.

Marketing is often judged by its cost.

Successful marketing is usually judged by its outcomes.

The clearer the connection between a solution and a desired result, the easier it becomes to recognize value.

A Different Perspective

The product may stay the same.

The perceived value may change.

A business owner struggling with slow weekdays may see tremendous value in a solution that helps increase customer traffic.

A business owner with no immediate marketing challenges may see very little value in that same solution.

The product is the same.

The perceived value is different.

6. Simplicity Wins

Many salespeople feel pressure to explain every feature, capability, and benefit.

In reality, simple conversations are often more effective.

A business owner does not need to understand every feature to understand value.

The most effective conversations often focus on:

- The challenge
- The desired outcome
- How a solution may help

Clarity is often more persuasive than complexity.

COMMON MISTAKE

Leading with features before establishing relevance.

Features explain how something works.

Relevance explains why it matters.

KEY TAKEAWAY

Business owners rarely buy marketing.

They buy the outcomes they believe marketing can create.

The more clearly you connect business challenges to business results, the easier it becomes to demonstrate the value of text marketing.