

## Other great video resources for SMS marketing:

### **How to Maintain Text Marketing Compliance | NSSF Firearm Industry Compliance Webinar Summary**

Watch expert Ben Nelson, founder of Otter Technologies — a waiver and marketing platform — to learn how to leverage this technology effectively to increase sales and keep your customers/members engaged.

#### **Slide Deck Presentation**

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### **Text Your Way to Better Marketing**

Adding text messaging (SMS) to your marketing mix is a powerful way to provide real-time updates, grab attention, and drive business or nonprofit results. But figuring out how to integrate it into your existing strategy can feel overwhelming

**<https://community.constantcontact.com/on-demand-webinars/post/text-your-way-to-better-marketing-055QcJhyh88E083>**

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**407-955-2565**