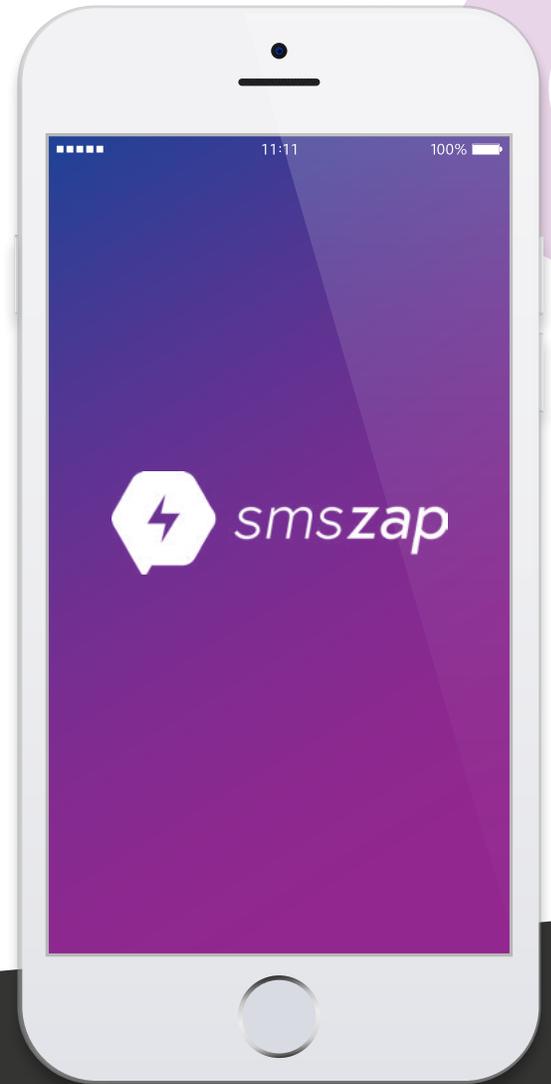




## FAST FACTS

# Your Guide to SMSZap

SMS marketing provides a fast, easy, and highly effective way to reach your prospects and customers where they spend most of their time -- their mobile phone.



At Lynton, we recognized the growing potential of SMS marketing and built a platform to make sending campaigns even easier. Here is a list of fast facts you need to know about SMSZap.



## What is SMSZap?

SMSZap is an SMS marketing automation tool built natively for HubSpot that empowers marketers to send personalized texts through HubSpot workflows while sales reps can engage one-on-one directly from a HubSpot contact record. It is available internationally, and only for HubSpot Marketing Professional and Enterprise customers.

The screenshot displays the SMSZap interface within a HubSpot environment. On the left is a dark purple sidebar with navigation options: Dashboard, Activity, SMS Scheduling, Account Settings (highlighted), Pricing, SMS Length Calc, Support, and Logout. The main content area is divided into two sections. The top section, titled 'Zap Phone Number', shows a table of phone numbers:

Number	Country	Area
12052164898	United States	Alabama
19703004866	United States	Colorado
		Free

The bottom section shows a workflow diagram for 'SMSZap Send Message'. The workflow starts with an 'Enrollment triggers' step: 'Send SMSZap Message is known'. This is followed by an 'SMSZAP Message' step, and then a 'Clear contact property Send SMSZap Message' step. To the right of the workflow is a configuration panel for 'SMSZAP Message', which includes a 'Send From Number' dropdown menu with the following options:

- +12092153153 (US-California)
- +12092153153 (US-California)
- +18162058203 (US-Missouri)
- SMSZap (Alphanumeric ID)
- Load Balanced
- Find the closest

# Why You Need SMSZap

If you're not already leveraging text marketing, you'll gain a competitive edge by adopting a new SMS marketing strategy. You'll see a performance lift from your campaigns, including a wider reach, high engagement rates, and higher click-through rates.

If SMS is already part of your marketing mix, SMSZap makes it easier and more effective to generate results without leaving your HubSpot account. Take advantage of our array of features for easy, convenient execution of your SMS marketing strategy:



## Native to HubSpot

SMSZap was built specifically for HubSpot by HubSpot pros.



## 1:1 SMS from HubSpot portal

No need to exit HubSpot to send and receive messages. All communication can be done from your portal.



## Schedule lead nurturing campaigns

Create and launch HubSpot lead nurturing campaigns triggered by user actions or your desired schedule.



## Personalize send times and messages

Tailor your send times, as well as your messages, to reach the right audience at the right time.



## Pay-As-You-Go

Simple pay-as-you-go pricing so your SMS marketing can scale with you.



## Dedicated numbers

You can use a long code (full number), short code (specialized number), or alphanumeric numbers to send your messages.



## Bulk automation

Send messages to groups of contacts through HubSpot smart lists & workflows.

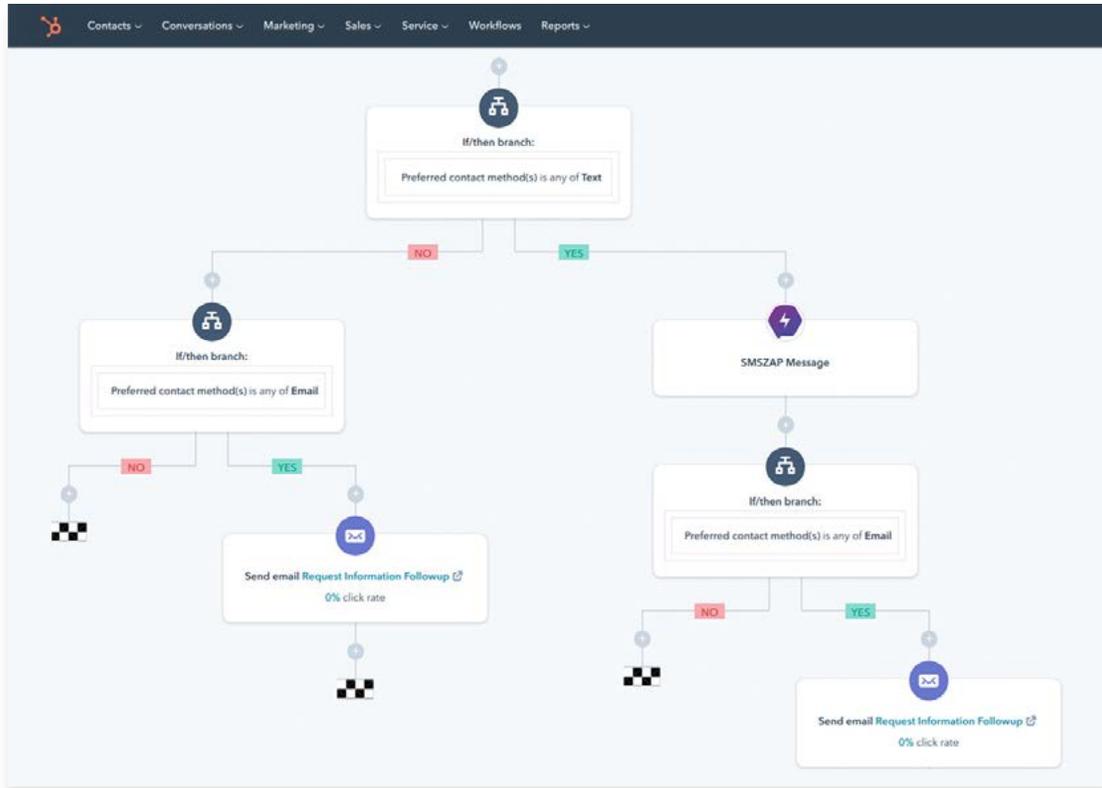


## Simple reporting

Track your sends, receives, & opt-outs in your HubSpot portal.

# How Companies Are Using SMSZap

SMSZap can be used in countless ways. It's useful for both B2C and B2B companies and can be used for every stage of the buyers' journey. Current SMSZap customers are using SMSZap for:



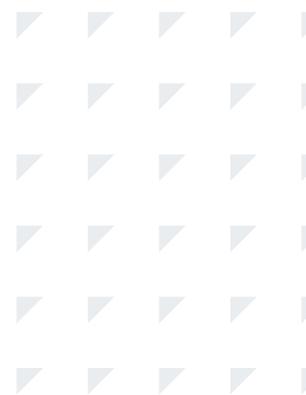
- Appointment reminders
- General brand awareness
- Sales and other promotions
- Meeting links
- Customer support
- Notifications for upcoming events
- Welcome campaigns
- Links to downloaded content
- Messages encouraging them to sign up for email newsletters or blogs
- Multimedia messages (images and videos)
- Renewal reminders
- Cross and up-sell opportunities

## How Much It Costs

Our "Grow with SMS" plan intends to help scale with you as your SMS marketing efforts grow. Here's how it works:

- Starts at \$5 per month
- Includes a free US local number
- Purchase additional local and international numbers to personalize sending by user or region
- Pay-as-you go pricing - pay only for what you use
- Automatic discounts for high volume texting
- No per-user fees
- Top-tier carriers worldwide for the best service and deliverability

 [Estimate your costs here](#)



**Signing up is easy.**

[Get Started Today](#)