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Warrillow finds 39% of small-business owners use text messaging

Story posted: August 1, 2008 - 12:06 pm EDT

Toronto—A new report from Warrillow & Co. found that 39% of small-business owners use text messaging for business.

The behavior is not limited to younger business owners. While 90% of small-business owners age 27 or younger report using text messaging, 59% of small-business owners between the ages of 28 and 44 also text, and 34% of owners between the ages of 44 and 62 use text messaging. Only 10% of small-business owners 62 and older text.

The report was based on an online survey of more than 2,000 small-business owners, conducted in March.

Warrillow offers the following advice for businesses using text messaging for marketing: Keep the message to 20 words or fewer; provide opt-in; and integrate texting with other marketing channels.

—Kate Maddox



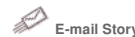
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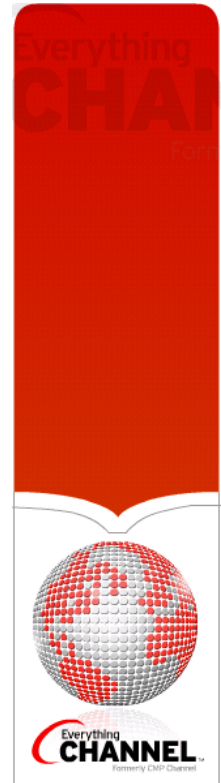
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