

While playing a big gig at the Oregon Zoo Amphitheater in Portland, Oregon, Justin stopped in the middle of his set and asked the crowd one question...

“Please pull out your cell phone?”

Justin invited the concertgoers to text him to receive a free song download. 5 minutes later... 250 songs were downloaded. (That's a lot of smart phones)

The other beauty of this is that every person who texted Justin, also received a link to his website, and unless they opt out, they are now signed up to be on his text list. For an unsigned artist, this is huge.

On one hand, it can reduce his total amount of time after each show entering in email address and such. That may not sound like a lot, but trust me... data entry is huge and quite cumbersome.

The beauty of this is that the cost of a text message is generally between 7-10 cents per text. Certainly, if you are wanting a text campaign an expect thousands of messages, that price will come down even more.

At the end of the day, if this can be used to further drive traffic to your site, that is a great thing. Too often, we have a website, but then expect people to just show up.

With text messaging, we can drive them there. But then your question needs to become... once their there... will they engage?

By the way, Justin is an amazing artist.

If you are interested in running a Text Campaign, please email me at: gunsim@msn.com