

Top Ten Reasons to Use Ziplingo



1. It's already integrated with ByDesign so it's turnkey.

We have already integrated the Ziplingo Messaging Platform with ByDesign. Because it's already integrated, it's a quick and simple start to bring your company on board and start communicating quickly. The simple integration between your Freedom data and the Ziplingo system can be done in less than a week! You will be enjoying all the benefits of this almost instantly!

2. You can reach your customers and distributors where they are.

After Ziplingo provisions your company data in their system, you can better reach your customers and distributors where they choose to be. Leveraging many of the popular messaging channels creates flexibility and allows them to communicate with your company the same way they do with others. Whether a messaging app like What'sApp or the traditional SMS texting from a mobile phone, your corporate communication will be more effective from the start.

3. Messaging is much faster than email.

Everyone knows that messaging is a much more convenient and faster way to communicate than through traditional email. Messages are usually very short and get straight to the point without all the formalities email can require.

4. Messages have a far better open rate than email.

According to recent studies, text messages are opened 98 percent of the time versus only about 20 percent of emails being opened. There are many reasons for this, with the top one being the deluge of emails people get that are just spam. Approximately 269 billion emails are sent every day, and nearly half of them are spam! Texting hasn't seen the rise in spamming as email has.

5. Ninety percent of text messages are opened within three minutes. Many emails are not even opened.

In addition to the far better open rate, 90 percent of text messages are opened within three minutes. And as we all know, many emails are never opened. Text messages are often immediately opened because recipients usually know the message was meant for just them. Curiosity alone makes them inherently want to quickly open, read and respond to messages. In essence, texting enables you to have immediate conversations versus waiting on recipients to check their email and reply.

6. Messaging creates valuable two-way conversations.

Most customers and distributors not only want to receive messages but also want to reply and engage in conversation. Engaging in conversations with them can allow you to receive valuable feedback that can help improve your business. If you don't have time to respond but would like the valuable feedback you can implement an autoresponder that can take care of this for you.

7. Empirical data shows your company will have higher rep retention.

One of the biggest problems most direct selling companies face is the retention of the sales force. Studies have shown that more consistent personal communication with your field can help improve Rep retention. In other words, the more someone feels valued through personal communication from corporate employees, the more loyalty they feel to the organization, which also improves the drive to sell and be successful.

8. Technology enables you to automate many natural communications.

The Ziplingo Messaging Platform technology enables you and your employees to define and use automated triggers. When a trigger is tripped in the ByDesign platform, a predefined message can automatically be sent to the Rep whose activity or event tripped the trigger. Simply, automating standard communications reduces your employees' workload so they can accomplish more important things. This can also ensure that messages are sent with relevant personalized content when they are needed most.

9. Messaging works because Mobile is where direct selling happens.

The world of direct selling has completely embraced mobile technology. Your Reps communicate with their phones because they are often on the go. Their world of selling revolves around the apps on their phones, such as calendars, social media, messaging and more. It's how they do business. Meet them where they are on their phones, regardless of the channel they use.

10. One platform to handle all your corporate communication needs.

The Ziplingo Messaging Platform can handle all of your corporate communication needs. From Customers to Reps, we have you covered. You don't need multiple systems to send emails, SMS or mobile app messages. You only need Ziplingo.