



How to Use the Mozeo SMS App to Promote your Farmers' Market (SMS = short message service = texting)

CISA is testing different ways to attract and retain customers at farmers' markets. One option is a texting app. We'll pay the cost of the chosen app, Mozeo, in the 2016 season. In exchange, we expect markets to provide data and feedback on how well the app works to build your customer base. If you want to continue using the app, your market will have to pay for it in the future.

1. Understand the legal requirements and the work involved.

Legal Requirements: In order to prevent people from being spammed, you must confirm that people want to be on your texting list, and you must keep a record showing that they opted in. People sign up by texting a keyword to a particular number. The texting app responds with a confirmation text, and the person must reply to that text in order to sign up. This is a "double opt-in," and it is required by law. These texts will be saved when you log in to the app, and you should not delete them. Opt-ins expire after 18 months of inactivity—if you stop texting customers for that long, you will have to sign them up again.

Work involved: There's no sense signing people up if you can't find the time to send the texts. Texts can be short and sweet, but you should set a schedule for sending them and stick to it. One suggestion is to send one text the day before the market and one from the market itself, mentioning a couple of in-season products.

Common courtesy: Tell people how often you'll text them, and stick to it. Send texts during regular working hours, and certainly not in the middle of the night. If you go over and above the message count agreed upon by the customer during the initial consent phase, your messaging will be considered "unsolicited" because the consumer did not give you permission to send it. Adding an image to a text may cost the recipient money. Instead, Mozeo includes a method for sending a link to an image. Look for the "add image" button.

2. Sign up, Payment, and Reimbursement

Sign up at Mozeo.com.

There are no setup or monthly fees. You use a credit card to buy packs of messages and use them until they're gone. When you need more, you buy more. See pricing at Mozeo.com. For new accounts, you can start with as little as 100 messages at \$0.03/message. Messages are counted by recipient; if you send the same message to 100 recipients, that's 100 messages for billing purposes. Messages must be 160 characters or less or they will go out as two messages.

CISA will reimburse your market for the costs of the app in 2016 market season. After that, your market will have to cover those costs if you want to continue using the app. You may choose to ask CISA for reimbursement monthly, quarterly, or at the end of the market season, so long as you've let us know that you will be using it.

3. Participate in Evaluation

CISA will ask you to share some basic evaluation information at the end of the season, including:

1. How many people signed up to receive texts?
2. How many times did you send text messages?
3. How many people opted out?
4. How did you promote the texting option to customers?
5. What did you hear from customers to the texts?
6. What do you think are the pros and cons of texting as a promotion and reminder tool?
7. If you do a survey of market customers, please include a question about why they did or did not sign up to receive texts, and a question asking whether they liked the text reminders if they did sign up.

This material is based upon work supported by the National Institute of Food and Agriculture, U.S. Department of Agriculture, through the Northeast Sustainable Agriculture Research and Education program under subaward number ONE16-255.

