

## Tiny text messages can boost traffic, brand, loyalty and sales

Text messaging enables the most intimate marketing connection between merchant and consumer, and when leveraged effectively can drive consumers to mobile commerce sites and apps, e-commerce sites, and stores, while also increasing customer loyalty and sales, says [Tim Sherwin](#), executive vice president and co-founder of CardinalCommerce Corp., an e-commerce and m-commerce technology provider.

Sherwin will discuss the benefits of text message marketing at the [Internet Retailer Conference & Exhibition](#), June 8-11 in Chicago, in a session entitled [How to market to text-savvy consumers](#).

"Leveraging the intimacy along with the anytime, anywhere aspect of a consumer's mobile phone can drive sales and build loyalty and brand, all while enhancing the overall customer experience and relationship," Sherwin says. "From sending offers and coupons, to enrolling customers into loyalty programs, to managing stored value gift cards, to actual text-triggered commerce, text message marketing and commerce offers significant opportunities for retailers."

### **Why the editors asked Tim Sherwin to speak:**

Tim Sherwin is a knowledgeable executive in the area of mobile commerce. As co-founder of Cardinal Commerce, a mobile commerce platform and payments provider, Tim is deeply involved in the daily development of m-commerce initiatives, giving him a perspective on the industry that few others have. He is a veteran IRCE speaker.

[Full details](#) about the conference and [registration information](#) are available at [IRCE2010.com](#).

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