Student Loan Management – Text Message Campaign

**Recommendations and Best Practices:**

* Have prospects opted in to receive texts?
	+ Include a checkbox on online forms or physical intake documents such as: Is it ok for [Law Firm Name] to send you text messages?
* Must include disclaimer and opt out (\*Msg and data rates may apply. Text STOP to unsubscribe.)
* Consider one text every 5 days
* Remove from campaign once action is taken

**Compliant Text Message Marketing Platforms:**

[ZipWhip](https://www.zipwhip.com/)

[TextMagic](https://www.textmagic.com/)

[EZTexting](https://www.eztexting.com/)

**Marketing Messages:**

Are you concerned about your student loan payments resuming?

The temporary hold on payments during the pandemic provided critical relief to many borrowers, but payments will restart soon. [Law Firm Name] can determine eligibility for lower monthly repayment options, loan forgiveness, or consolidation. Schedule a free consultation to learn more. [link]

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If paying off your student loan debt is a struggle, an option may be available to make payments more manageable. [Law firm name] can determine if you’re eligible to lower your monthly payment by enrolling in one of nine federal repayment programs. Schedule a free consultation to learn about the simple loan analysis and program application process. [link]

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Don’t let conflicting information you’ve heard about student loan debt stop you from seeking relief. If your student loan payments are deferred, repayment will resume soon and [Law Firm Name] can help determine potential options for lowering your monthly payments. Schedule a free consultation. [link]

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Paying for your education shouldn’t be a source of stress.

If you’re overwhelmed with student loan debt, schedule a free consultation with [Law Firm Name] to learn about options that reduce your monthly payments and provide relief. [link]

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**Client service messages:**

We look forward to seeing you/speaking to you [date/time] for your student loan management consultation. Please reach out with any questions about your appointment. [Law Firm Name, address, phone number]

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Unfortunately you missed your appointment with [Law Firm Name] on [date/time]. If there’s a more convenient time for you, please reschedule your consultation. [link] Contact us with any questions about the free consultation or our student loan management services. [contact info] We look forward to hearing from you.