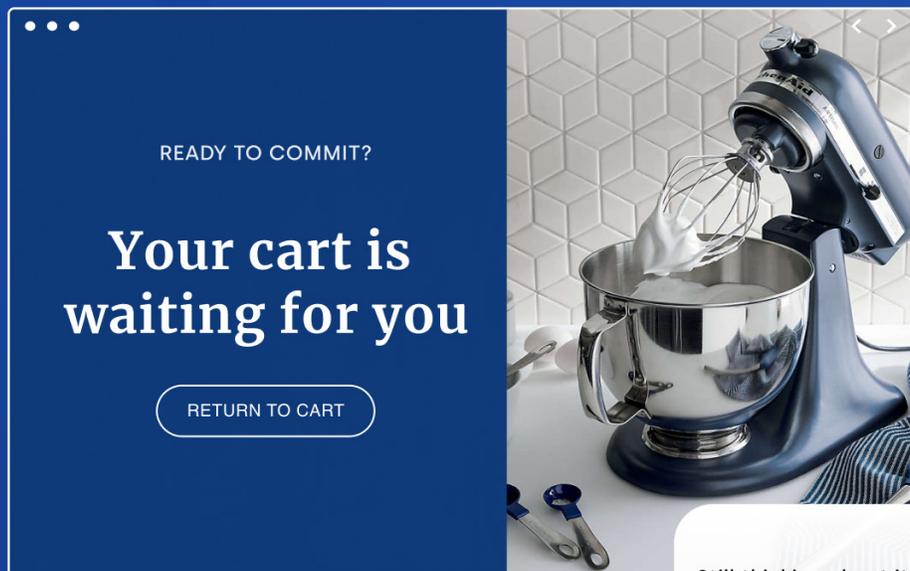


SPRING 2022

SMS Marketing Best Practices



Remember this? Take the next step, and go from browsing to adding to your basket, Ryan.
<http://sthru.co/kc26>



Still thinking about it?

Your cart isn't checked out quite yet.



RETURN TO CART

No one can dispute the power and sway smartphones have over our lives and that text messaging is one of the most immediate and hyper personalized ways of connecting.

Boasting [98% open rates, 95% of consumers read their text messages within three minutes of receipt](#). And [64% of consumers](#) think businesses should text them more often. Adding SMS to your marketing mix is not a question of 'if', but a question of 'when and how fast?'

SMS aligns with the "meet me where I am" expectation of today's consumer and is a

marketer's best opportunity for getting an instant response.

Consumers demand personalized, relevant communications delivered in a format that's convenient at a time that suits them. SMS cuts through the noise to drive higher customer engagement and conversions.

Are you ready to add SMS into your cross-channel strategy? With Sailthru, it's never been easier to get started. To learn how you can incorporate SMS into your marketing strategy, [get in touch with our team](#).

Why Use a Cross-Channel Strategy?

Combining email, web, mobile, and SMS gives you a higher chance of your message reaching your audience at the right place, at the right time. Here's why:

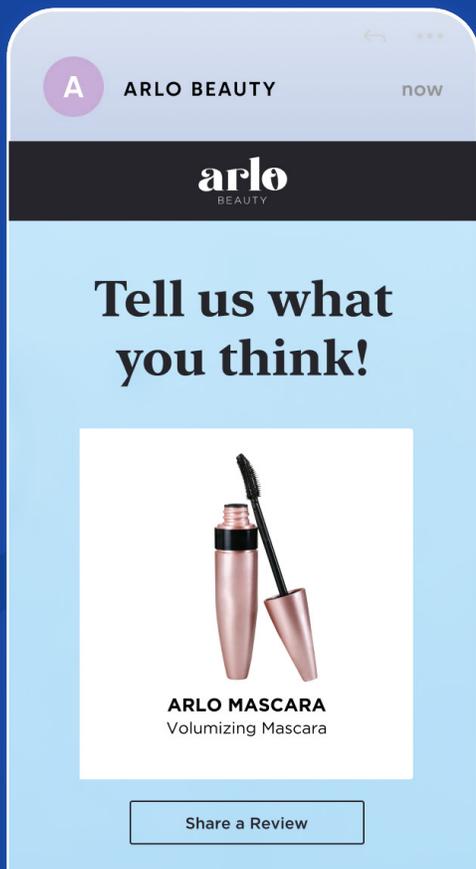
Consumers expect the convenience of cross-channel communications with the businesses in their lives.

Collecting more audience data across channels leads to **more effective personalization**, acquisition and targeting campaigns.

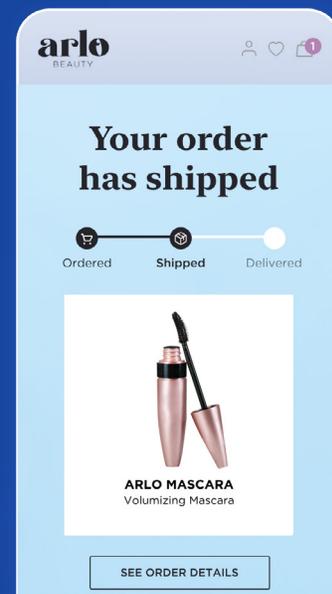
Millennial and Gen Z shoppers use mobile as their primary channel for communication. Now is the time to meet these audiences on the platform they prefer.

When to Use Email vs. SMS

Connecting with your audience at exactly the right time on the right platform can significantly improve the customer experience.



Good news! Your order is on the way. View tracking details: <https://sthru.co/xjl7554>



Email

Ideal for long-form messages, newsletters and non-urgent communications consumers might want to save such as:

- | **Purchase history**
- | **Feedback requests**
- | **Stories about your brand or products**

SMS

Ideal for time-sensitive campaigns or real-time communications like:

- | **Promotional messages** about early-access sales, inventory drops, sweepstakes or events
- | **Transactional messages** like order, shipping and delivery notifications
- | **Breaking news**, travel notifications and appointment confirmations

Bulk SMS vs. Triggered SMS

Use a combination of bulk and triggered messages based on what you are communicating and to whom.

B

BULK SMS >

Kayln, get the latest fall fashion at your fingertips. 25% off new season styles, shop now: <http://sthru.co/st67554>
Reply STOP to unsubscribe

The countdown is on, Kayln! Less than 24 hrs until the FunRun4Kids. Gates open 3pm
<http://sthru.co/st42254> Reply STOP to unsubscribe

T

TRIGGERED SMS >

From our nest to your nest, enjoy 15% off and discover your new favorite fragrance today. Tap to reveal your code:
<http://sthru.co/st1x00x>

Hi, it's Hairstory. Your cart is looking pretty lonely... check out now and activate free shipping! Tap to activate: <http://sthru.co/st1x00x>

Bulk SMS

One-time send messages designed for specific segments of the customer base or the entire group such as:

- | Special offers with product launches, and limited inventory drops
- | Category-centric breaking news like sports, finance and weather

Triggered SMS

Transactional and automated messages that enhance the customer experience such as:

- | Notifications of newly published content that is tailored to subscribers' interests
- | Welcome sequences for audiences that are new to your brand
- | Order and delivery status updates that keep shoppers informed at all stages of the purchase cycle

Ask for permission

While this may sound obvious, it's surprising how many businesses try to avoid this critical step. Without interaction with your brand, consumers will most likely view your SMS messages as spam.

There are also penalties for violating the laws enacted by the FCC on message transmission and customer consent. The Telephone Consumer Protection Act **protects consumers from mass text messages** and is very specific about how you can send bulk messages. The important thing is to obtain consent from every customer.

Design compelling opt-in templates

Be sure to:

Include a field for a cell phone number and corresponding email address.

Mobile phone number

Email address

Thank you for subscribing to Example Company's Text Reminders! Use offer code SAVINGS for 20% off your next purchase.)

Offer an incentive for signing up.

Always offer a clear and easy opt-out.

Please reply YES to receive updates from Example Company. Std. msg&data rates apply. Approx 5 msg/month. Reply HELP for help, STOP to cancel.)

Don't overtext and be concise

Unless your business revolves around daily updates like menu or news updates, most businesses should send no more than four to six SMS messages per month.

- | Best deployment time is between mid-morning and mid-afternoon
- | Avoid Sundays where possible
- | Start with one SMS per week maximum

Add value to your customers

Make sure you have something valuable to offer like:

- | A special offer exclusively for SMS shoppers
- | A time-sensitive deal, like BOGO for a day
- | Time and location information and updates for events
- | First look at new products or services for SMS shoppers

Continuously test, analyze and refine

Like all data-driven marketing initiatives, SMS campaigns should be continuously analyzed and refined.

A/B testing

- | With such high and immediate response rates, SMS campaigns are among the easiest to assess and modify.
- | Test headlines, discount offers or subscription offers to see where you can increase revenue, sign-ups or engagement levels.

Local send times

- | Take advantage of Sailthru's ability to schedule SMS sends in recipients' local timezones. Analyze the effects of sending with local send time v. sending at other set times.

Link tracking and revenue attribution

- | Use Sailthru's consolidated database with a cross-channel view of campaign performance across email, mobile, and SMS platforms to assess where your customer is most likely to engage with your content.

Combining the power of SMS with your email, web, and mobile strategy creates additional touchpoints with your audience, drives urgency, and gives you the best chance of increasing engagement and conversion to reach your goals.

To learn how you can incorporate SMS into your marketing strategy, get in touch with our team.

[Learn More](#)

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