

TEXTMUNICATION

SMS Marketing 101:

Marketing that gets
a response

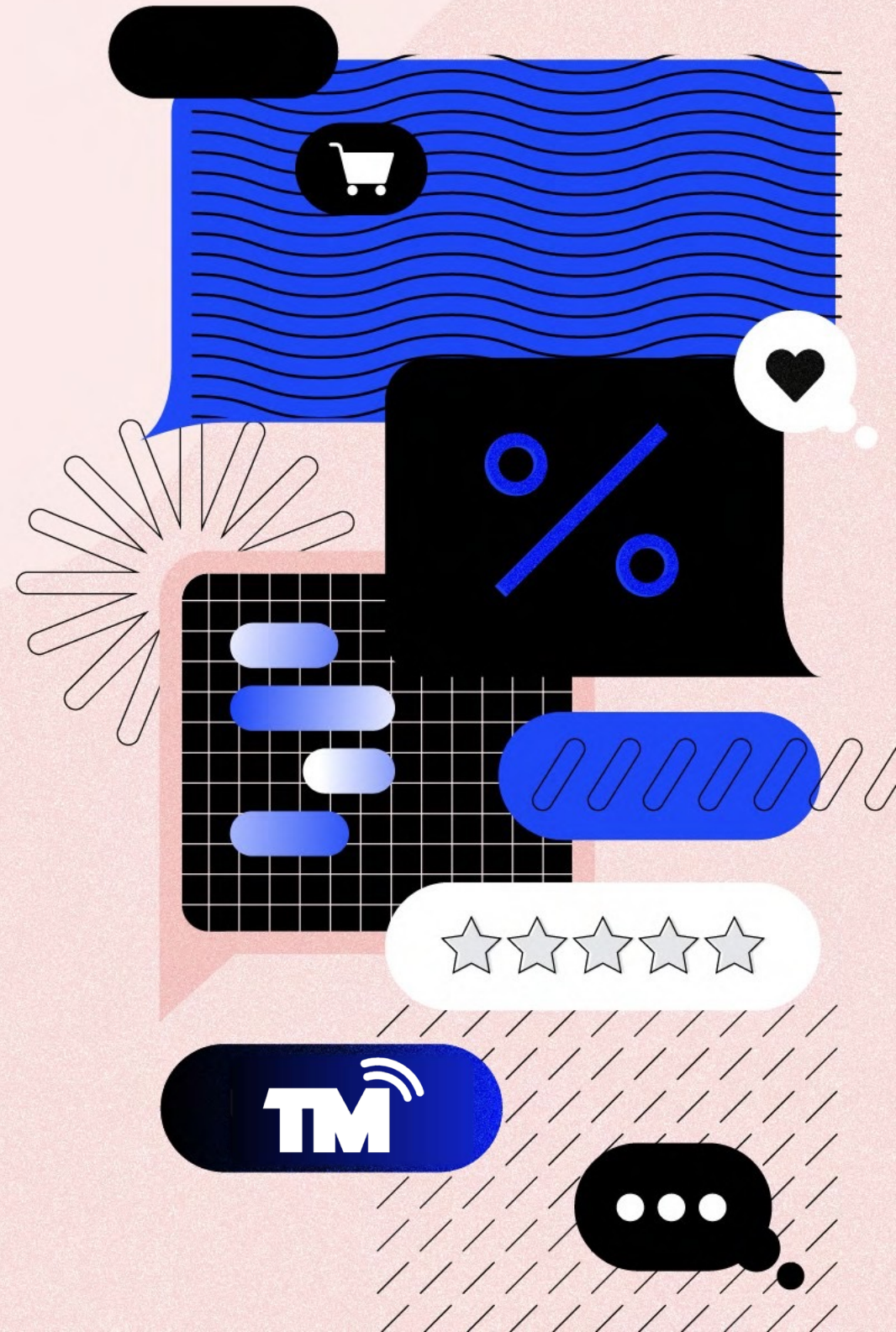


Table of Contents

- 3. Introduction
- 4. Why SMS Marketing Matters
- 10. What You Need to Be Aware Of
- 14. Best Practices
- 21. What Good Looks Like
- 24. Textmunication Campaigns



For many local businesses, SMS marketing can feel daunting.

Getting the required prior consent (“opt-in”) from your customers isn’t easy, text software seems complicated, and promotions can frustrate customers. Only 12% of local businesses use SMS in their marketing strategy, even though it gets up to a 98% open rate.

However, done *correctly*, SMS marketing can actually **strengthen relationships** by inviting responses. With well-timed messages and relevant content, it feels more intimate than other marketing messages and encourages continued engagement in a way only text can. The key is knowing how to message the right way.

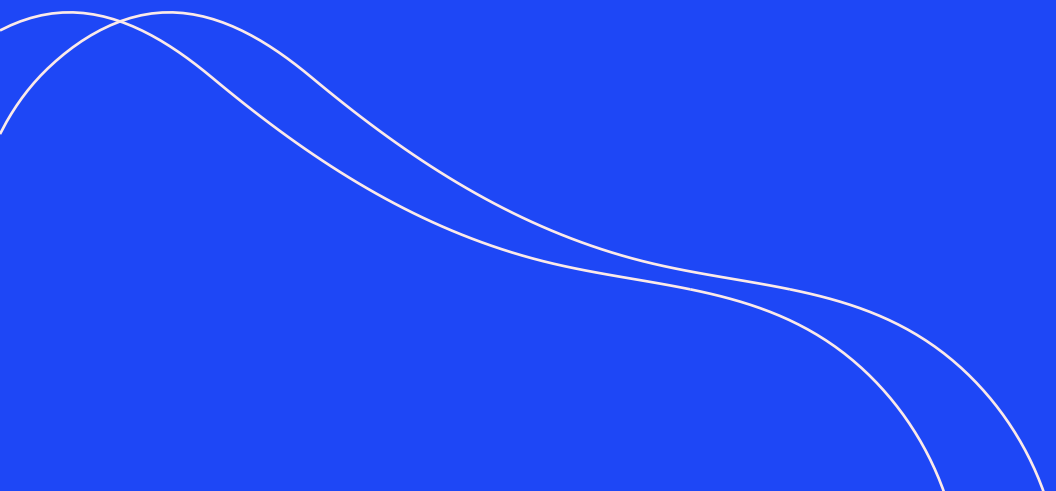
And that’s exactly what we’re going to show you. In this ebook, you’ll learn the secrets to successful SMS marketing and how to run an effective campaign as a local business.

IMPORTANT DISCLAIMER: This ebook is for informational purposes only. It is not intended as a legal advice or a comprehensive summary of the law. You are encouraged to retain your own legal counsel to review this ebook and assess your unique text messaging business scenario. In addition, a business can do many things, including use of the Textmunication system outside its intended use, which can give rise to liabilities beyond those addressed in this ebook.



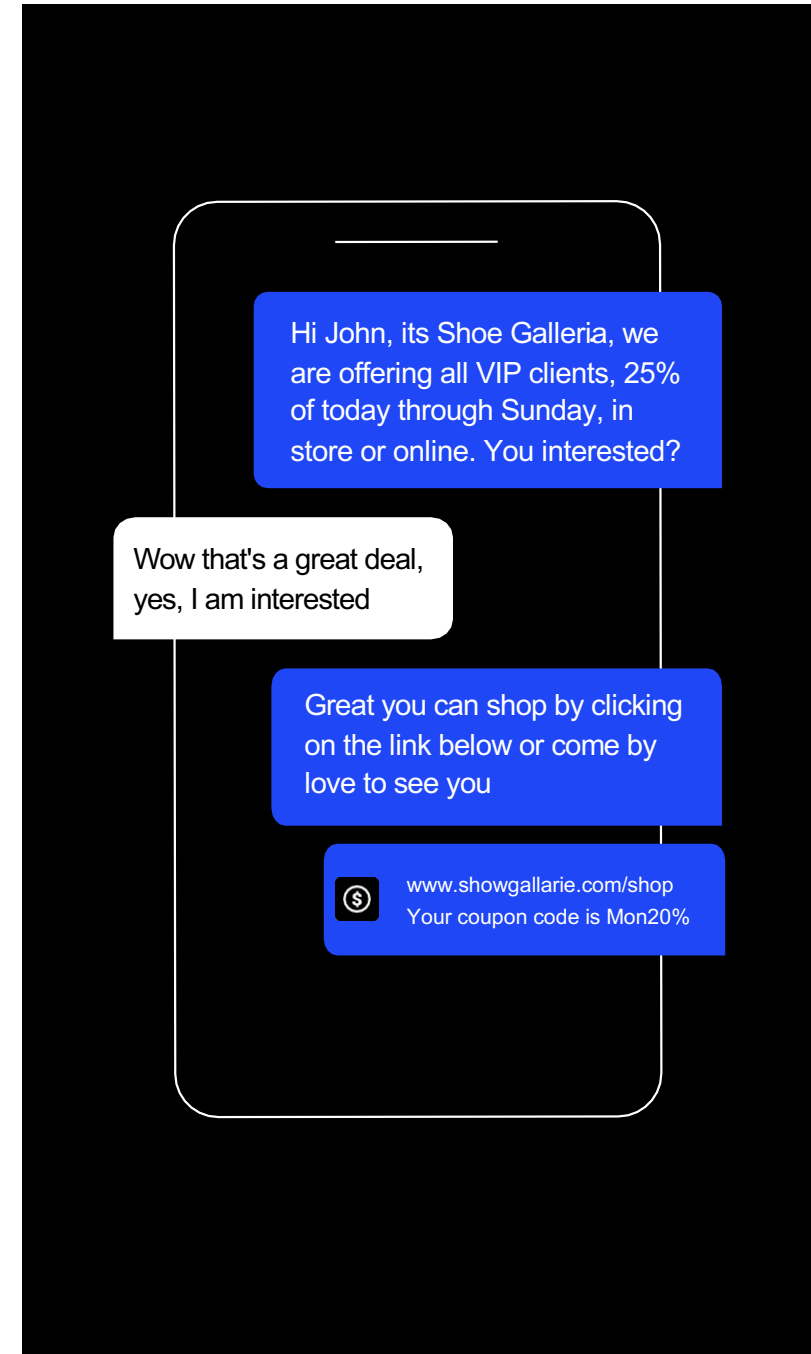
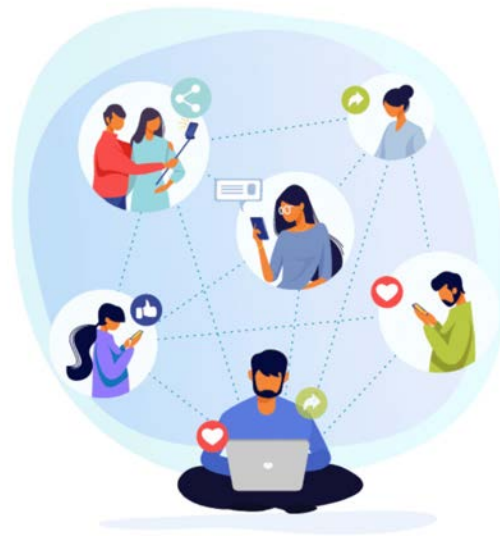


Why SMS Marketing Matters



What is SMS/ MMS Marketing?

SMS/MMS marketing is the practice of using text to convert leads and keep customers engaged. As a rule of thumb, SMS messages are usually 160 characters or less, MMS can be up to 1000 characters with video and pictures included. While there are multiple ways to utilize this channel, this eBook will focus on using text to communicate promotions, updates (changed business hours, status updates), and events to your customer base.



Hi John, its Shoe Galleria, we are offering all VIP clients, 25% of today through Sunday, in store or online. You interested?

Wow that's a great deal, yes, I am interested

Great you can shop by clicking on the link below or come by love to see you

💰 www.showgallerie.com/shop
Your coupon code is Mon20%

Why Does it Matter?

As a consumer yourself, you're probably aware of just how much consumers are inundated with marketing materials every day. This has consequences, which include desensitization. Research has shown that consumers aren't as receptive to traditional marketing methods as they used to be.

- Average open rate for emails: 18%

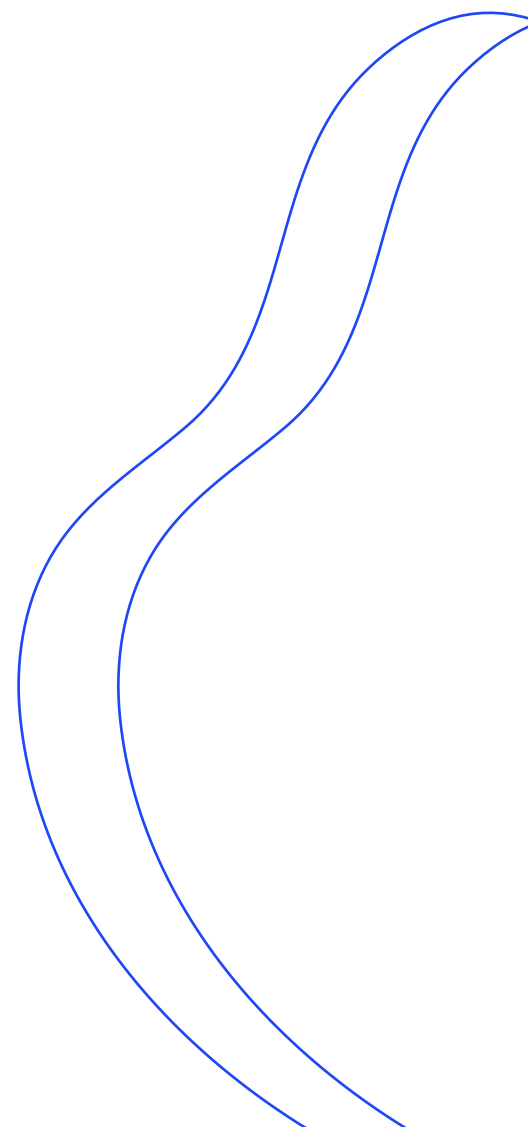
Engagement is low:

- Average click-through rate: 2.6%
- Average click-to-open rate: 14.1%

With our catalyzed digital transformation, consumers expect a modern customer experience with communication that meets them **where they are**. They expect convenience, personalization, and humanlike connection. That means **texting**.

Text has an open rate of up to 98%, and on average 95% of messages are opened within 3 min.

- Text has a 209% higher response rate than phone, email, or Facebook
- 40.5% of consumers say they are likely to switch to a different business because they offer text messaging to communicate
- 65.6% of consumers think texting makes working with a local business more convenient
- 75% of consumers are OK with receiving SMS messages from brands (after they've opted in)
- Consumers are twice as likely (1.8x) to prefer texting to any other communication method
- Consumers redeem SMS-delivered coupons 10 times more than other types of coupons

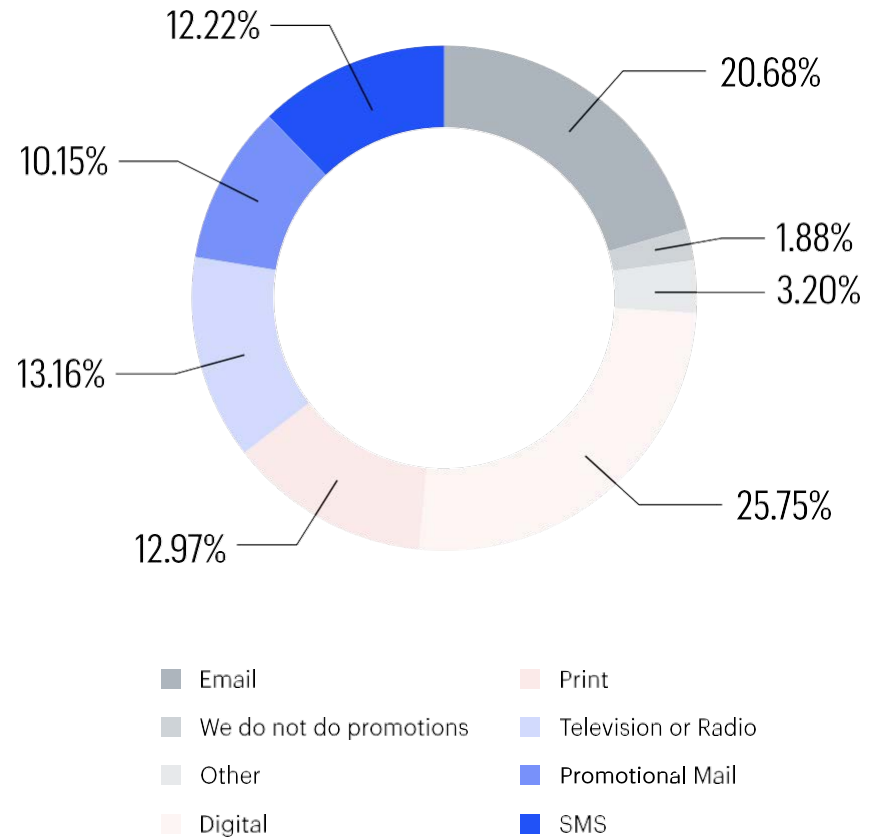


According to Textmunication's research, SMS marketing is traditionally underutilized by local businesses.

However, it:

- Reaches customers where they want to be reached source
- Adds convenience that customers would change patronage to find source
- Is the most effective communication channel available to local businesses source.

Businesses reported using the following channels to reach customers with campaigns/promotions.



It is also one of the most cost-effective marketing campaigns you can run as a local business. Compared to digital campaigns, SMS campaigns are extremely low-cost to run, allowing you to drive new leads and increase customer lifetime value at very little cost. Recent data also shows that providing options such as text directly increases a local business's revenue.

Channel	Average Cost Per Send/Cost Per Click
→ SMS via Textmunication (CPS)	\$ 0.10
Google Ads (CPC)	\$1-2
Facebook (CPC)	\$0.97
Instagram (CPC)	\$3.56
YouTube (CPC)	\$3.21
LinkedIn (CPC)	\$5.26
Twitter (CPC)	\$0.38

Like email campaigning, SMS marketing is trackable and provides valuable insights into customer behavior. But unlike email campaigning, it reaches customers where they want to be reached **instantly**.

What You Need to Be Aware Of



First Things First: Staying Compliant

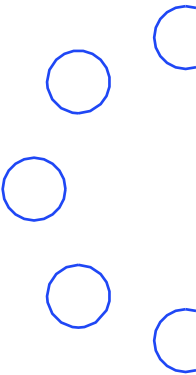
Before getting started, you need to be aware of a few things. Text is more intimate — even more invasive — than other forms of communication. Text messages appear directly on a person’s phone whether they are at home, work, asleep, awake, on a date with friends, or sharing a personal moment with family. Because of this, local businesses have an obligation to use messaging ethically, which means following applicable rules and regulations.

First, some myth busting:

*SMS marketing always gets businesses in trouble. **False.***

*SMS marketing laws are too complicated to understand. **False.***

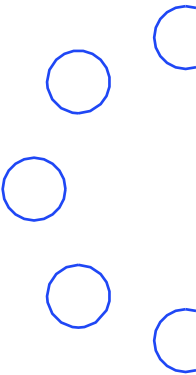
*SMS marketing is spam. **False.***



The truth is, SMS marketing in a compliant way comes down to being transparent and only messaging people who have “opted-in,” that is, provided prior express consent to the sender. In the United States, this involves abiding by the rules set out by the Telephone Consumer Protection Act and other similar regulations. The Telephone Consumer Protection Act, or TCPA, was put in place to protect customers from spam, including unwanted calls and texts. Other countries have similar protections in place.

Spamming customers is poor practice and carries repercussions. Not only does it severely damage customer relationships and trust, but it can also result in hefty fines. Campaigns above a 3% unsubscribe rate also put your textable phone number at risk with carriers. It’s crucial that you only message contacts who have opted-in to receive promotional messages from your business.

SMS marketing in a compliant way isn’t complicated—you just need to know what to watch out for and put your customers first.



Some things to keep in mind:

- Make sure you have proper consent from each recipient of the message
- Mention your business's name
- Alert the customer about possible messaging fees
- Mention frequency of monthly messages
- Include the option to opt-out of all future texts
- Honor those opt outs





Best Practices

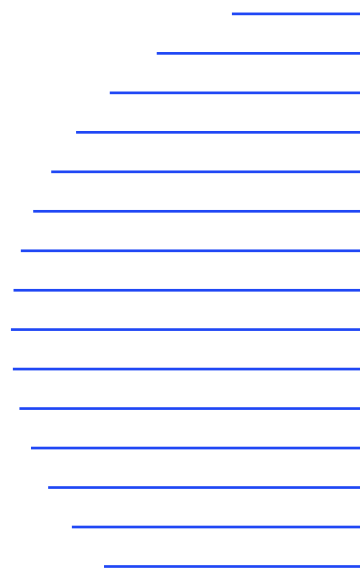


Use SMS Marketing to Convert, Not Hurt

Now that we've talked about staying compliant, let's talk about how to be effective.

As a local business, you want to use SMS marketing to engage new customers, increase customer lifetime value, and drive more revenue. You **don't** want to annoy customers, damage your brand, or contribute to consumer burnout.

The real goal is to give your texts the feel and value of one-to-one interactions. There are a few key practices you can keep in mind to achieve this.



The Dos and Don'ts of SMS

DO

✔ Use conversational language.

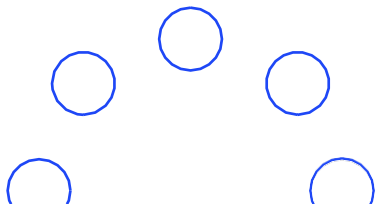
One of the biggest turn offs with marketing messages is that businesses sound like they're shouting, "BUY NOW!" "OFFER ENDS TODAY!" To appeal to your customers, keep messages light-hearted, short, and conversational—just like you're talking to a friend. And yes, you can include emojis to keep the conversation personal and informal! 😊😍😘

✔ Send during business hours.

If your customer receives a promo at 4:00 am, they won't be happy. Send texts during the hours people are regularly working to respect your customers' privacy and increase humanlike feel. Keep in mind that sales and events promotions are most effective when they're last-minute impulses. If you have an event on Wednesday night, consider sending the message as late as Wednesday afternoon.

✔ Use simple messages.

Remember, your messages should be 160 characters or less. Try not to use any complex messaging that could be misinterpreted or misunderstood. If you're sharing information about an event or a promotion, include the date(s) so your audience has all the information they need.



✔ Provide value.

The key to successful SMS campaigns is providing actual value. Employ unique content that is specific and relevant to the demographics you're targeting. Don't send a 20-year-old college student in Chicago a promo for carpet cleaning at your Boise location. *Do* send a 40-year-old male in Arizona a promo for tennis gear similar to what he has bought previously at your Phoenix location a month after his purchase.

✔ Include a CTA.

If you miss the CTA, you miss the point of SMS marketing. Messages should include a direct call to action such as "check this out!" "stop by!" or "leave a review!"

✔ Include a link.

Don't let your links eat up the valuable space in your messages. You can use link shorteners or purchase an SMS Marketing system that includes shortened links so customers can engage with you conveniently.

✔ Respond in real time.

A seven-hour delay in response time doesn't feel like a real conversation—it feels like a bot. Try to respond as quickly as possible to avoid disengagement and increase connectivity.

✔ Track performance.

It's crucial to keep an eye on how your campaigns are performing and monitor how your audience is responding to your messages. If you aren't getting much engagement after your first few promotions, revisit this ebook to see if there's anything you can tweak.

✔ Address customers by name.

Just because it's not 1:1 doesn't mean it shouldn't sound like it. Use your messaging system to address each customer by name. Using someone's name in business conversation is crucial for human sound and feel.



DONT

✘ **Send too frequently.**

Inundating your customers with messages leads to frustration and “STOP!” replies. (Often this has to do more with the content of your messages than how often you send them. If your campaigns have high value, you’re less likely to have a problem.)

✘ **Use slang.**

While slang (dang, freakin’, lit) certainly increases casual feel, it risks unprofessionalism and misunderstandings with your customers. You should also avoid wordplay, superfluous words, and anything that could be misleading.

✘ **Forget to identify yourself.**

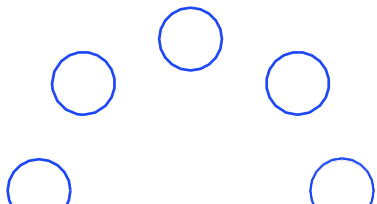
Figure out how to do this creatively with each successive message so it doesn’t get old. You might try versions such as, “This is Stella at Oak & Table!” “We’re so excited that you loved your Oak & Table dining set.” “Hoping to see you at Oak & Table soon!”

✘ **Ignore opt-in and opt-out rules.**

We emphasized it once, and we’ll do it again. Incompliance undermines trust and damages your reputation. Only message customers who have opted-in, and make sure to respect their decisions. Because you want strong relationships and happy customers, messaging in a compliant way is in your best interest.

✘ **Sound like a mass text.**

As we mentioned, your message may be going out to 700 people, but it should sound like it’s going to one. Let’s talk personalization.



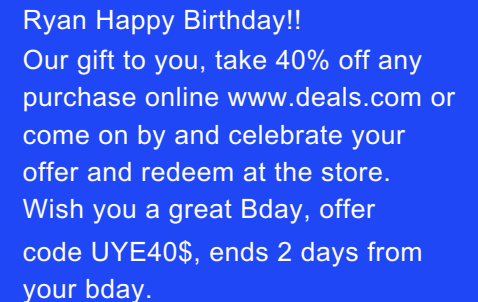
Personalization: How to Market Like a Human

Today's consumers crave personalization in their brand interactions. They want to feel like a real person at your business is contacting them and **only them**. If you want your threads to feel like individual interactions, it's critical to make your SMS marketing messages as personal as possible.

You can do this by including personal details in your messages and marketing according to those details. For example, Ryan wants to be sent a promo message with a special discount relevant to her last purchase on her birthday, addressed specifically to her.

When sending messages, businesses should anticipate customer wants and needs by considering the following components:

- Name
- Date of birth
- Location
- Last purchase
- Previous feedback
- Website journey
- Seasons and holidays

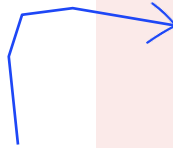


Ryan Happy Birthday!!
Our gift to you, take 40% off any purchase online www.deals.com or come on by and celebrate your offer and redeem at the store. Wish you a great Bday, offer code UYE40\$, ends 2 days from your bday.

Maximizing Your Opt-Ins

Many businesses find maximizing their marketable SMS list to be the hardest part of SMS marketing. But it doesn't have to be. There are a number of touchpoints along your customer journey where collecting an opt-in is natural and even expected. If you take advantage of them, the list will build itself.

Remember, it's important to receive opt-ins at **multiple** entry points so you are consistently growing your contact list and your ability to nurture those contacts into transactions.



Ideas to turn interactions into opt-ins:

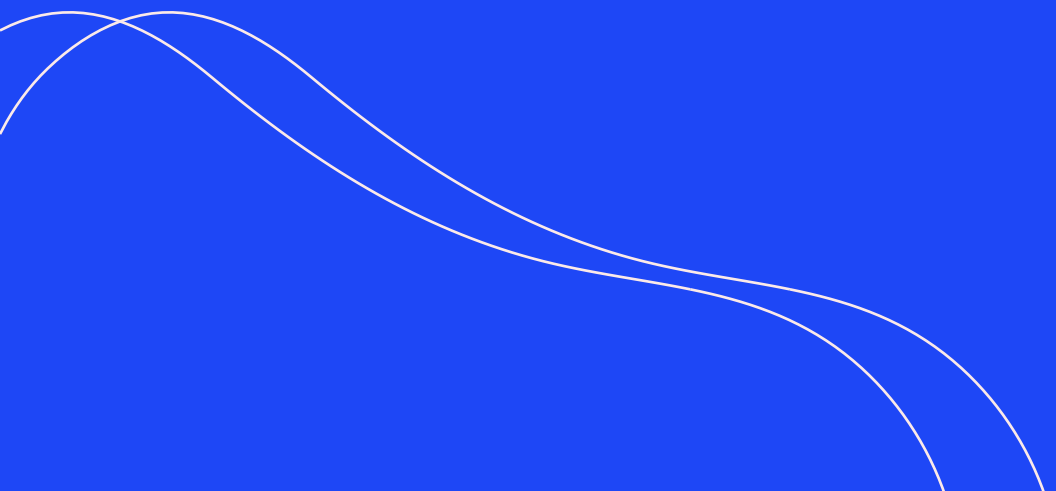
- Webchat
- Reviews
- Payments

You can use these touch points to direct customers to your website opt-in form.

- Social Media Posts
- Events
- Home Page Invites
- Email Footer
- Appointment Follow Up



What Good Looks Like



What “Good Enough to Get a Response” Looks Like

There are hundreds of valuable use cases for SMS marketing. As a retailer, you might use text to build loyalty with 5 star review customers by offering an exclusive VIP discount. In home services, you might re-engage customers who asked for a quote via webchat recently but didn't follow through.

Almost any use case can be extremely effective if done **well**. The key is to utilize your business's unique strengths and creativity while keeping best practices and compliance front of mind. To that end, let's take a look at **what good looks like**.

Hey Linda, thanks for your recent purchase of new Nike runners, we love those too. Take 30% of your next shoes or apparel for being a loyal customer.

Thanks, what do you have in stock?

We just received new inventory, you like to take a peek?

awesome, yes

Nice, Visit the link here www.dealz.com or come by offer code is 30%NMJ



Play our Spinner for other great offers. <http://thxd/zlky>

Johns Smog and Oil: Hi Larry, it's been 6 months since your last oil change and tire rotation, here is 20% off your next visit, expires in 3 days. Let's take care of your car, see you soon, we will wash it also. Offer code 20%UHG

Can i come today at 4 pm after work.

Absolutely you are booked for 4pm.

Wow great , see you guys then.

Hi Sam, this is Dicks sporting goods, we offering our VIP clients, 35% of any purchase online www.dicksbikes.com or come to grab the offer code 35%GET

Any bikes?
need 2

Yes absolutely, we will even tune the bike for you.

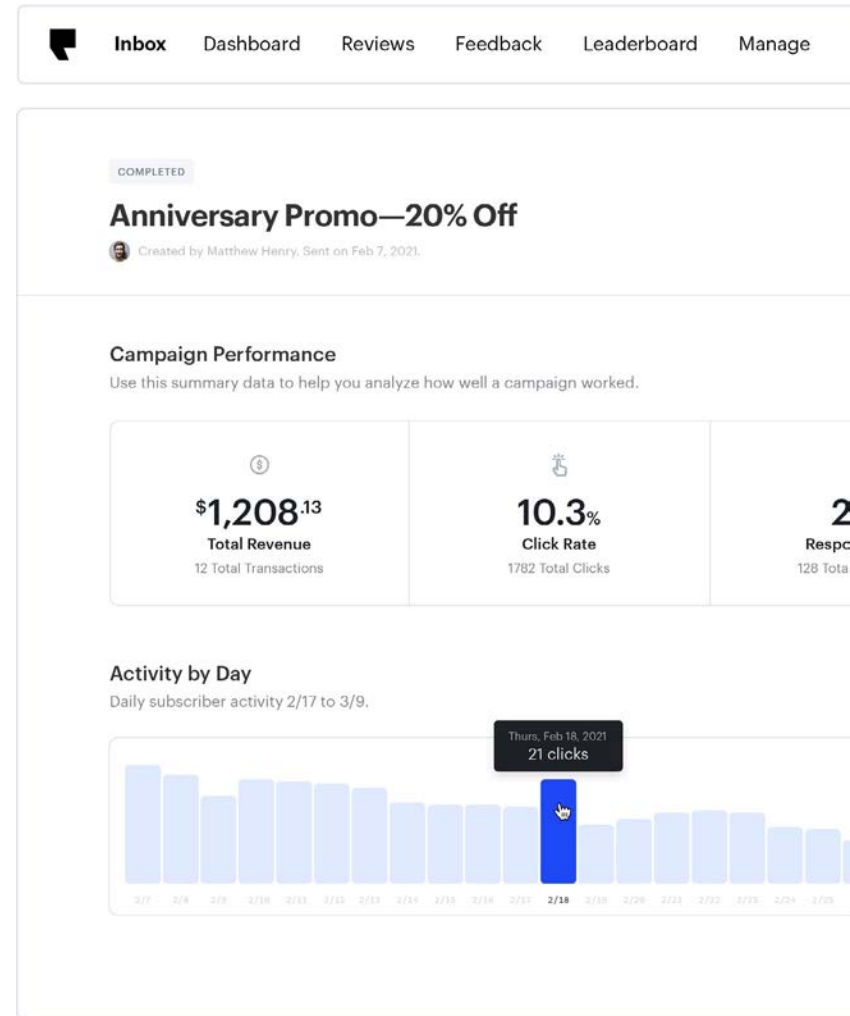
That's great, jumping online now.

Market Like a Pro With Textmunication Campaigns

Not all SMS marketing tools are made equally. With Textmunication Campaigns, local businesses are able to build and manage an opt-in list, use targeted offers to engage their customers via messaging, and report on engagement efforts.

Textmunication Campaigns:

- Is purpose-built for local business SMS Campaigns, providing exactly what you need to simply build, send, and report on promotional activity.
- Maximizes opt-in opps, allowing every customer interaction to be an on-ramp for you to grow an engaged, compliant SMS database.
- Provides a comprehensive customer conversation platform, powering a convenient, complete thread with each customer in a single inbox.



Textmunication Campaigns helps you facilitate valuable interactions with your customers. It allows you to strengthen, instead of hurt, relationships through its conversational feel while raising your bottom line. And it puts your customers first, every time.

[Learn how Textmunication Campaigns can revolutionize the way you do business by watching this demo.](#) ↗

