



<https://www.callloop.com/features/sms-marketing>

What is SMS Marketing?

SMS stands for Short Message Service, commonly referred to as text messaging, or texting. SMS marketing is a technique used to transfer marketing communications to interested customers who have given their explicit permission to be subscribed to texts from your business. Companies and organizations use this method to alert subscribers about specials, coupons, sales, promotions and more via highly targeted, permission-based, opt-in text messages. Messages must be short and concise and the results are proven to increase revenue and build customer loyalty.

Why Use SMS Marketing?

- It's permission based, in that customers have given their explicit permission to be marketed to by having texted a particular keyword to a short code or signed up via email
- It's a mass communication tool that allows you to get in touch with subscribers simply at the click of a button
- It's instantaneous and will get your message out to customers at the exact date and time you need them to see it
- It's trackable and allows you to easily measure the messages that are working and those that aren't, so you can always be improving text messages and marketing campaigns across numerous platforms

8 Ways SMS Marketing Benefits Your Business

- **Reach Everyone**

All mobile devices can receive texts, while only smart-phone users can access email

- **Achieve Instantaneous Contact**

SMS texts notify and alert users immediately, unlike email, which needs to be open, clicked and refreshed

- **Have Complete Control Over Your Message**

Schedule an exact time to deliver the perfect message at specifically the right moment

- **Promote Your Website**

Drive traffic to your landing page and websites, earning clicks and starting more conversions.

- **Reward Your Customers**

Send discounts and special offers to your customer base.

- **Advertise Offers**

Text coupons with discounts offered for a limited time, as customers are more likely to jump on a deal that won't last

- **Keep Your Customers in the Loop**

Text your base with updates on new products, features or availabilities

- **Announce Events**

Let your customers be the first to know about upcoming events, sales or conferences

How Call Loop Can Help With SMS Marketing Campaigns

Call Loop has a plethora of tools to help you with your SMS text message marketing

- Import contacts easily through our import wizard
- Customize keys words and personalize SMS text messages online
- Send bulk SMS messages to a personalized lists of group subscribers

- Use our analytics & reporting to instantly view statistics in real time to help you understand which text message marketing campaigns are performing
- Set up autoresponders to follow up with subscribers at specific times

SMS Text Messaging DO's and DON'T's

There are certain ways to get the best out of your text messaging marketing campaigns and other ways to ensure customers unsubscribe. Be sure to follow this list of DO's and DON'T's and you'll always avoid the dreaded opt-out!

- DO – Be clear about what they're getting into.
 - Customers are giving you permission to contact them directly, so be sure you are using direct and concise language so there are no surprises when they receive their first text.
- DON'T – Be vague or you're sure to get an immediate "STOP".
- DO – Get their permission to be texted.
 - Use text to join keywords or upload your subscriber email list to ensure you have customers' permission to contact them
- DON'T – Assume you have permission when you do not.
 - It will hurt your brand and could lead to hefty spamming penalty fees.
- DO – Keep in touch with your customers.
 - We recommend one text every week or two, but make sure you let your customers know the frequency you will text on the follow up message from their initial opt in.
- DON'T – Text message excessively.
 - No one likes to be bothered all the time, and since messaging data rates apply, you don't want to end up costing your subscribers money.
- DO – Let them know this fact!

- A disclaimer stating that text message data rates apply on the follow up text is extremely important and required by the CTIA (The Wireless Association).
- DON'T – Leave out messaging rates.
 - Your business could be subject to a potential lawsuit.
- DO – Use your text messaging marketing campaign during normal business hours.
 - No one wants to receive promotional texts too early in the morning or too late at night.
- DON'T – Be afraid to get creative.
 - If the timing fits with your SMS message marketing campaign, say for a free morning coffee, then go ahead and schedule that early morning text. You could make someone's day!
- DO – Provide value.
 - You should be rewarding your loyal subscribers by offering them deals or alerting them to events they would miss out on if they hadn't allowed you to get in touch with them.
- DON'T – Go too long without getting in touch.
 - Customers may forget all about you, or worse – think you forgot about them.
- DO – Use your words.
 - Use simple to understand language and create a short and concise message for your subscribers with a clear point and call to action.
- DON'T – Overuse texting shorthand.
 - Bc no1 wnts 2 read this tbh – See? Did you even know what that meant?
- DO – Provide an exit.
 - Although you want to avoid losing subscribers, you must provide them an easy way for customers you opt out of receiving messages from you.

