



# The SMS Quick Start Guide

The essential guide to getting started



# It's easy to see why we love SMS messaging so much



For customers, it's **accessible**.

An unreliable mobile data connection or lack of Wi-Fi doesn't impact SMS, plus **every phone can send and receive texts**. No need to download an app.

And thanks to **GDPR**, SMS **spam** is practically **non-existent**.

Businesses love SMS because of its ability to reach customers where they already are and its near-unbeatable engagement metrics - an **average open rate of up to 98%** and a response rate that's **6-8 times higher than email**. And SMS is trackable with URL clicks and text replies from users being easily measured so ROI is easy to quantify.

Wondering how you can get the most out of this truly universal messaging platform?

**Our guide provides everything you need, from tips and tricks to message templates, so you can get started - quickly and easily.**

**98%** SMS channel open rate



**90s** SMS average response time



# Tips to get the most out of SMS





# 1. When it comes to marketing, less is more

We all spend **too much time cleaning our inboxes** and removing spam emails from our personal folders. With a flood of emails, it can also be tricky to distinguish between the useful and the downright useless.

SMS is a **person-focused channel**, which makes most business owners think twice before sending a flurry of messages.

The value of SMS hinges on **sending the right message at the right time** – the messages most consumers appreciate receiving include exclusive **offers**, order **confirmations**, back in stock **alerts** and appointment **reminders**.



## 2. Short, digestible messages are best

Not only does a large proportion of the population own a mobile phone, but your consumers are very dependent on them, with the majority keeping them **close at hand at all times**.

When on the go, consumers carry their phones with them so it's important that messages can be read, digested and engaged with **quickly and easily**.

Keep this in mind when you plan your SMS communications strategy. You also have **just 160 plain text characters** to play with so messages must be smarter, more targeted and more engaging.



### 3. Customers receive what's relevant

Text marketing is **opt-in only**. This means that your customers are already interested in what you do and want to receive your messages because they find them relevant.

This gives you a **winning edge** as it's easier to create targeted messages based on the behaviour and demographics of your audience – for example, **re-targeting** those who haven't clicked through.

Adding personalisation to your messages makes your offers seem **more in-tune with your customers** than those that they may chance upon when browsing on other platforms. It also reduces the likelihood that customers will view your messages as spam.





## 4. SMS is instant and interactive

Text messages aren't just a one-way channel of communication. Your mobile customers and subscribers want to be able to **contact you** in the same way too.

There are several types of interactive options that range from landing pages and surveys to questionnaires, and polls. With the right bulk SMS platform, this needn't be an administrative headache and you can **easily manage responses**.

SMS is also an important **customer service channel**. It allows your customers to reach out to you even when on the go. They don't need to wait on hold or worry about the chat timing out if they don't reply within a certain amount of time. The beauty of a channel like SMS is that your **customers can reply at their convenience** and receive a conversational experience.



## 5. It's helpful and informative

The **non-intrusive and convenient** nature of SMS makes this channel ideal for sending quick notifications - for example, appointment reminders, delivery updates and weather alerts. This can benefit both your customers and your business.

Appointment reminders, for instance, can do more than remind your patients/customers of an upcoming booking. You can also provide **options to reschedule** appointments, which can help **reduce no-shows**.

And then there are **other kinds of notifications**, such as weather alerts, helpful seasonal maintenance tips from mechanics or healthcare suggestions from GPs that can bolster both customer engagement levels and ongoing loyalty.



Ready to send? It couldn't be easier.  
**Read on for use cases and templates.**

# Top SMS messages you should be sending

If you've only just begun your SMS journey, you may be wondering how to kickstart your campaigns. Or perhaps you've been on this path for a while but you want to see more results.

**Here are some top use cases and message templates to help you get more out of your SMS campaigns.**





# 1. Abandoned cart reminder

From unexpected costs and a confusing checkout process to simply changing their mind, cart abandonment is inevitable. But you can use SMS to reduce it and drive sales. Be prompt - before your customer forgets!

Hi [NAME]. Looks like you've left something behind! We have a special promo code that you can use to get 20% off your order! Just use JUSTFORYOU at checkout by [DATE].



## 2. Appointment confirmation

Hi [NAME]. Your [TYPE OF APPOINTMENT] on [DATE] at [TIME] has been confirmed. Manage the details of your booking here: [LINK]

From doctor's appointments to table reservations, let your customers know that their booking definitely went through with a simple SMS message.



### 3. Appointment reminder

Hi [NAME], your appointment is on [DATE] at [TIME]. Make changes to your appointment here: [LINK]

A quick SMS message can be just the thing you need to remind customers (or patients) about upcoming appointments and bookings. If necessary, you could even send a series of reminders in the lead up to the appointment - particularly if it's a doctor's appointment.





## 4. Delivery notification

Hi [NAME], your [ORDER NUMBER] is on the way! Track your delivery here: [LINK]

Keep your customers in the loop about their deliveries. Not only will this give them peace of mind that their order is on the way, but it can also help ensure your customer is at home to receive the parcel, boosting first-time delivery rates.



## 5. Delivery confirmation

Hi [NAME], your order has been delivered! We hope you love it. Let us know what you think and we'll give you 10% off your next order: [LINK]

When the order has been delivered, let your customers know! This can help keep your brand at the forefront of your customers' minds and give them a chance to provide feedback.



## 6. Marketing promotion

Hi [NAME]. Your [TYPE OF APPOINTMENT] on [DATE] at [TIME] has been confirmed. Manage the details of your booking here: [LINK]

SMS is a fantastic channel to promote your sales, promotions and offers.

Pair it with email and you'll maximise your reach.





## 7. Opt out

You should always give your customers a chance to easily opt out of receiving communications from you via SMS.

In addition to mentioning this on every SMS that you send, you can also send a separate message to let them know how to opt out if they find the comms irrelevant. This can be great before a seasonal campaign, such as Christmas or Mother's/Father's Day, which not everyone celebrates.

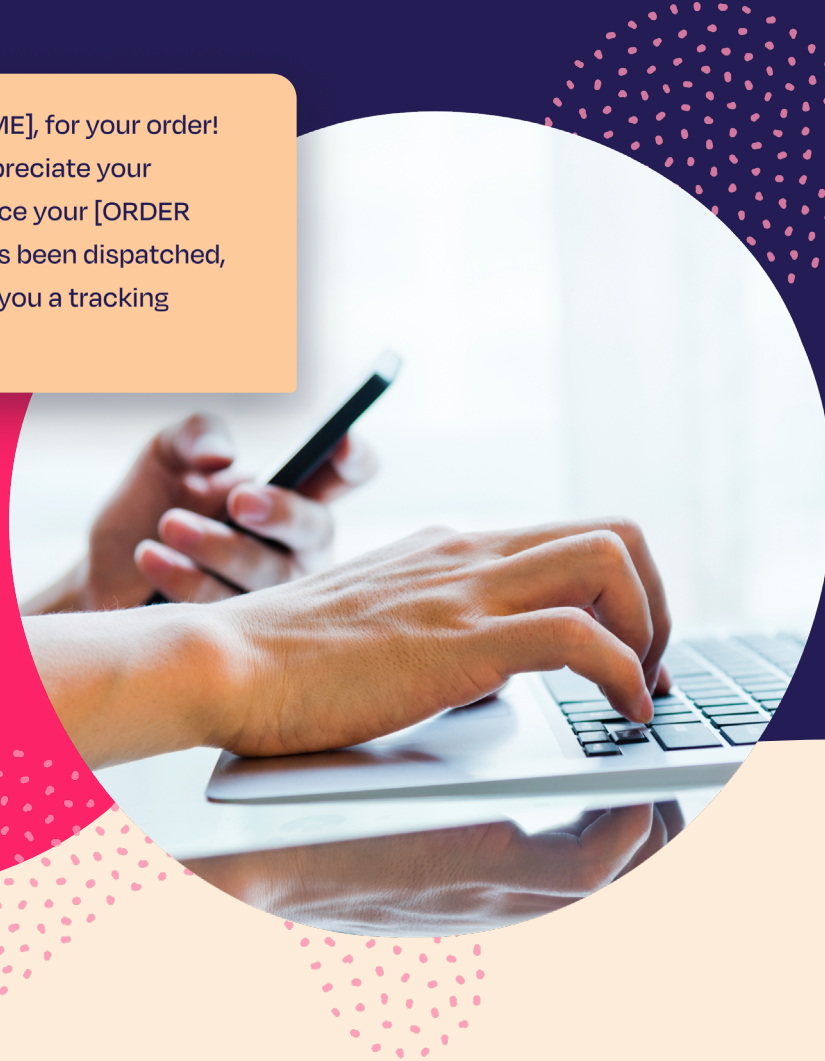
Hi [NAME]. We understand that not everyone celebrates [SEASONAL EVENT]. If you would prefer not to receive our texts about [SEASONAL EVENT], reply back with "NO" and we will remove you from our [SEASONAL] mailing list.



## 8. Order confirmation

Thanks, [NAME], for your order!  
We really appreciate your  
business. Once your [ORDER  
NUMBER] has been dispatched,  
we will send you a tracking  
number.

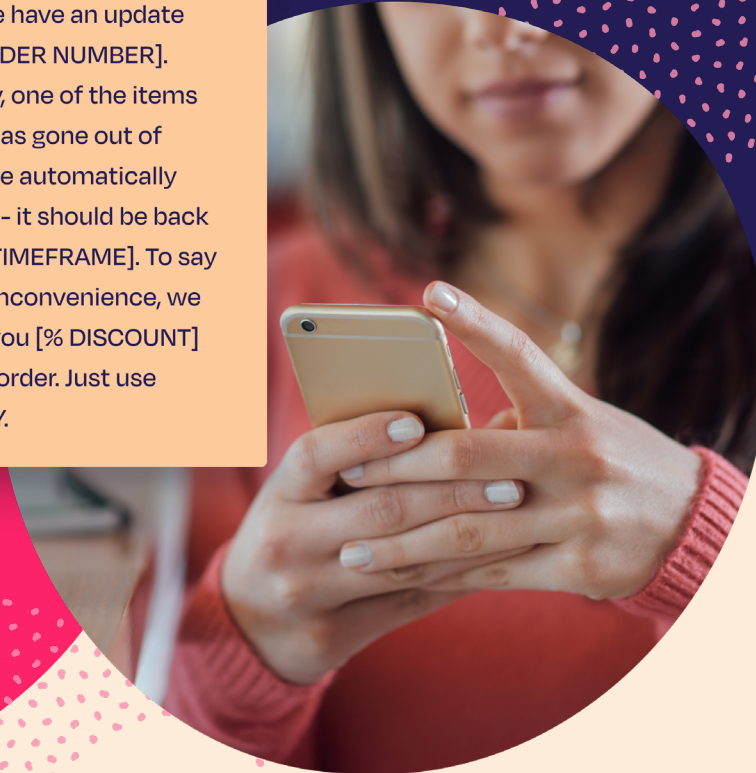
Like an appointment/  
booking confirmation,  
send order confirmations  
to your customers via  
SMS as well as via email.



## 9. Order update

When you have an update for your customer regarding their order, whether it's a dispatch note or an item has gone out of stock, make sure they don't miss it by sending an SMS message.

Hi [NAME]. We have an update regarding [ORDER NUMBER]. Unfortunately, one of the items you ordered has gone out of stock. We have automatically refunded you - it should be back with you by [TIMEFRAME]. To say sorry for the inconvenience, we want to give you [% DISCOUNT] off your next order. Just use WEARESORRY.



## 10. Seasons greetings

Wish your customers well during seasonal holidays like Easter, Christmas or even to celebrate the arrival of Spring/Summer. This can be a great way to initiate a two-way conversation.

Hi [NAME]! From all of us here at [COMPANY], we would just like to wish you a very Happy Easter! Reply back and let us know how you'll be spending your break.





## 11. Two-factor authentication

Two-factor or multi-factor authentication is an additional security measure that gives your customers peace of mind that their account and data are being protected.

Your one-time password is [NUMBER]. Do not share this password with anyone. This password will expire in [TIMEFRAME].



# And of course, we're here to help.

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