The ABCs of SMS Marketing

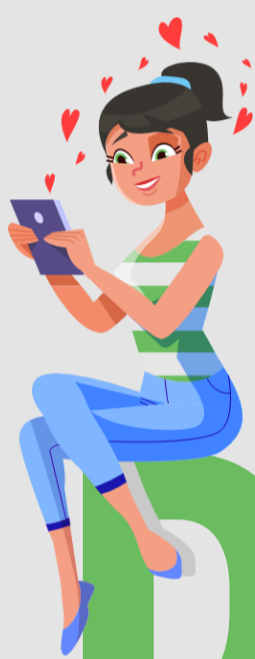## A IS FOR ANALYTICS
Without it, you'll miss out on important data from your campaigns. Track and improve.

B IS FOR BALANCE
Just like other communication, too much is spamming, too little, and you'll slip their minds.

C IS FOR COST
Deliver value and get great results at budget-friendly and affordable prices.

D IS FOR DRIPS
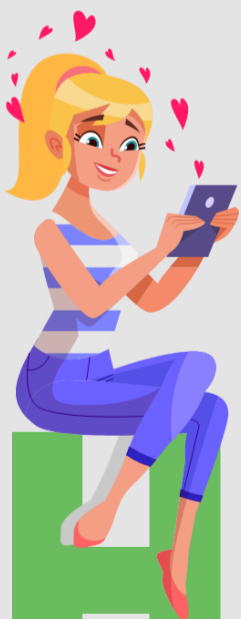Automate your campaigns and schedule your text message drips one at a time.

E IS FOR EFFECTIVENESS
Text messages are highly effective, with a very high open rate of 98%, high conversion, and click-through.

F IS FOR FUN
Let your fun personality shine through. Texts are meant to be short and sweet.

G IS FOR GOAL
One per campaign. What are you trying to achieve with that text?

H IS FOR HONESTY
Being honest and transparent wins every time. Never misguide or mislead people with texts.

I IS FOR INCENTIVE
Offer incentives to leads to leave you their number. Nudge existing customers to return.

J IS FOR JARGON

Leave it out or your texts. Texts should sound natural, like you are texting with a friend.

K IS FOR KEYWORDS

Use short and easy-to-remember keywords to communicate and trigger actions.

L IS FOR LINKS

Use short links in texts to ask customers to take action like subscribe.

M IS FOR MOBILE COUPONS

Surprise customers with a discount or exclusive promotion that they can redeem easily.
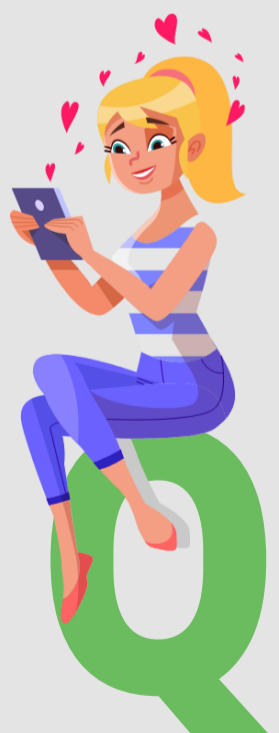
N IS FOR NOTIFICATION

Remind people about appointments, pick-ups, service dates, deliveries.

O IS FOR OPT-OUT

Use a clear opt-out option. A keyword like STOP or link to a subscription page will do.

P IS FOR PERMISSION

Ask people for their number and consent to communicate via texts.

Q IS FOR QUALITY

Text when you have something valuable to send. Bothering people with no reason won't do any good.

R IS FOR RESPONSE

Texting is a 1-on-1 conversation. Give people the chance to respond with a keyword, act on a coupon, give feedback.

S IS FOR SEGMENT

Tailor the content of the message to each receiver. Different people want to text about different things.

T IS FOR TIMING

Watch out for inappropriate sending hours. Consider different time zones as well.

U IS FOR UTM CODES

Add tracking codes to your links to track the traffic from a specific text.

V IS FOR VARIABLES

Personalize the text with specific contact-related data. Go beyond the first name basis.

W IS FOR WORLDWIDE

Reach a global audience instantly. Some people check their email, but everyone checks their phone.

X IS FOR X-FACTOR

Texting feels more intimate than other communication. Aim to stand out and dazzle customers.

Y IS FOR YOU

Put your customers at the center of your strategy and messaging.

Z IS FOR ZEALOT

Impress customers and create fans that are enthused about your brand and would love to spread the word.

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