

Text Message Marketing

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A Perspective 101 Series

Text Message Marketing

Growing a Subscriber List

Text Message Marketing is Permission-Based

- Text message marketing is strictly opt-in. Text message spam is a violation of the FCC's Telephone Consumer Protection Act and carries *fines up to \$500* per text message. To avoid being labeled as a spammer, use a short code and keyword.

What's a Short Code?

- A SMS short code is a 5 or 6 digit phone number that is used for commercial purposes. The phone numbers are short so that they take less time to message to and are easier to remember. See (B) below.

What's a Keyword?

- A keyword is a word that is unique to only your SMS campaign. When that word is text messaged to a short code, it tells the SMS provider which SMS campaign that subscriber is requesting to join. See (A) below.

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Growing a Subscriber List

Text
CUPCAKE ^(A) 

to 68398 ^(B)

Msg&Data Rates May Apply

**To receive
exclusive discounts monthly!**

Opt-out, text STOP /T&C, text HELP

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Selecting a Good Keyword

Below are six easy tips for selecting a mobile keyword for your SMS campaign.

- 1. Make it easy to remember.** Some people will not have their mobile phone on them when they see your SMS campaign; you have to make it easy enough for them to remember until they get to their mobile phone.
- 2. Don't be too clever.** Sometimes being too clever when selecting a keyword can backfire. Remember that potential subscribers may only give the keyword one glance, so subtle changes to a normal word may go unnoticed.
- 3. Don't use special characters.** It's hard enough to find the standard letters and numbers on a phone's keypad. Don't make it harder than it needs to be.
- 4. Stick with one word.** To make things simple, try to find a keyword that is only one word.
- 5. Keep it short.** Let's face it, it's not the easiest thing in the world to type on a mobile phone keypad. To make it easier on your subscribers, keep it short.

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Where to Advertise Your SMS Campaign

Once you have a mobile keyword selected, the question is where do you advertise it so that potential subscribers will see it? Well the answer is simple, everywhere! No joke, the more places that you put your mobile keyword; the more subscribers will join your SMS campaign. It's that simple. To spark your imagination, we have come up with a list of places to advertise your SMS campaign.

Direct Mail

Business Card

Facebook

Twitter

Website

Flyer

Shirt

TV Screen

Window

Table Tent

Button

Radio

Guest Check

Billboard

Email Newsletter

Blog

Product

Projector

Email Signature

Newspaper

Brochure

Automobile

Sticker

Menus

Magazine

Yard sign

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Advertising Your SMS Campaign

When advertising an SMS campaign, there are a few specifics that must be included within the advertisement. Both the mobile phone carriers and the Mobile Marketing Association's U.S. Consumer Best Practices mandate these requirements.

- a) **Description of the program.** It's required that you state specifically what the subscriber is opting in to (i.e. To receive our weekly specials and alerts).
- b) **"Msg. & Data rates may apply"**. This exact phrase is required below the call to action within the advertisement.
- c) **Provide a resource for help.** A resource such as a website or phone number where subscribers can reference all terms and conditions must be included in the advertisement. This can be replaced with "T&C, text HELP" if you wish.
- d) **Opt-Out instructions.** Instructions on opting-out of the SMS campaign must be included in the advertisement (i.e. Opt-out, text STOP).
- e) **Frequency of SMS campaign.** It's required that you make it clear to a subscriber how many text messages you will be sending per month.

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Advertising Your SMS Campaign

Text
CUPCAKE 

to 68398

Msg&Data Rates May Apply **(B)**

(A) exclusive discounts **(E)** monthly!

(D) Opt-out, text STOP /T&C, text HELP **(C)**

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STEP 2) Sending Messages

How Often?

There are two rules to follow when planning how often to send SMS campaigns to your subscribers.

- **1) Is each SMS campaign valuable?** Each SMS campaign you send must be seen as valuable to the subscriber. If the SMS campaign isn't of value to the subscriber, they will be more likely to leave your campaign.
- **2) Can a subscriber buy that often?** If subscribers are only likely to make a purchase from you once a month, it will be excessive to send them an SMS campaign every week. Look at the frequency of your customer visits and use that as a guideline for how often you send your SMS campaigns.

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Tips to Writing an Awesome SMS Campaign

There are a few things to take into account when creating an SMS campaign message. These four tips will help make your SMS campaign a smashing success.

- 1) **Identify the campaign.** Always identify your business within the SMS campaign.
 - Usually we recommend putting the **business name near the beginning** of the SMS campaign.
 - 2) **Include an expiration date.** There are two reasons for this, one being that you don't want to be redeeming the same promotion a year down the road, and two being that you want the subscriber to see some urgency in the deal and take action right away.

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3) Include “show this text message”.

Don't you want to reward your subscribers that were nice enough to give you permission to send SMS campaigns directly to their mobile phones?

- The best way to do this is to make your SMS promotions exclusive, and the easiest way to do this is to include the phrase “*when you show this text message*” or “*show this text for*”.

4) **Start with the deal.** Always put the SMS deal up front, not at the end of the message.

- Get your **subscriber hooked** on the deal first, and then tell them the qualifiers of the deal.

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SMS Campaign Templates

To make things even easier, we've included four pre-made SMS campaign templates below for you to use.

1. Save-More SMS Campaign

- Show this text for ___ off _____. EXP __/___.
- Show this text for 20% off any hamburger combo meal. EXP 3/25.

2. Spend-More SMS Campaign

- Show this text for _____ when you spend more than _____. EXP __/___.
- Show this text for a \$5 gift card when you spend more than \$25 on lunch. EXP 3/25.

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Before & After SMS Campaign Example

Below you will see a before and after example of an SMS campaign.

The revised version on the right has used the tips to writing an effective SMS campaign found in this guide.



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3. Buy-More SMS Campaign

- Show this text for _____ when you purchase _____. EXP _/ _.
- Show this text for \$1 off a cone when you purchase a hamburger combo. EXP 3/25.

4. Get-More SMS Campaign

- Show this text for ___ free _____ when you purchase _____. EXP _/ _.
- Show this text for one free gourmet burger when you purchase two. EXP 3/25.

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Customize your SMS campaign

and make it more specific by adding the following to *“Show this text”*.

- **to the server**
- **to the cashier**
- **to the ticket counter**
- **to the bartender**
- **to the door person**

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Incorporate Web Links & Phone Numbers

- Direct subscribers to a website or phone number by replacing “Show this text” with the following.
- ☐ Visit www._____.com
- ☐ Call (____)-____-____ and mention this text

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Leaving an SMS Campaign

- A subscriber must at anytime be able to leave an SMS campaign and stop receiving text messages.
- To do this, the subscriber may text any of the words *STOP*, *END*, *CANCEL*, *UNSUBSCRIBE* or *QUIT* to the short code used for the SMS campaign.
- A text message confirming the request to leave the SMS campaign will be the last message they receive, unless they re-subscribe to the SMS campaign at a later time.

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STEP 3) Measuring Success

- Measuring and tracking your SMS campaign is critical to its success. By doing so, you will be able to identify what is working and what needs improvement.

List Growth

- Who doesn't want more subscribers in their SMS campaign? With this measurement you will be able to gauge how fast your SMS campaign is growing, and compare this to past activity.
- **Formula:** Subtract the past amount of subscribers from the current amount of subscribers. Then divide that by the past amount of subscribers.

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Churn Rate

- While tracking the growth of your SMS campaign is important, it's also good to track how many subscribers you are losing, which is referred to as churn. You can use this measurement to gauge which text messages aren't perceived by your subscribers as being valuable enough to remain a subscriber.

Formula: Divide the amount of subscribers that leave your SMS campaign by the total amount of subscribers.

Redemption Rates

- How successful your SMS campaign is depends on how many subscribers take action because of it. By measuring this on a per text message basis, this will help you understand which types of text messages work and which ones need more attention.

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Management, Sales & Office TEAM

Good Selling !



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