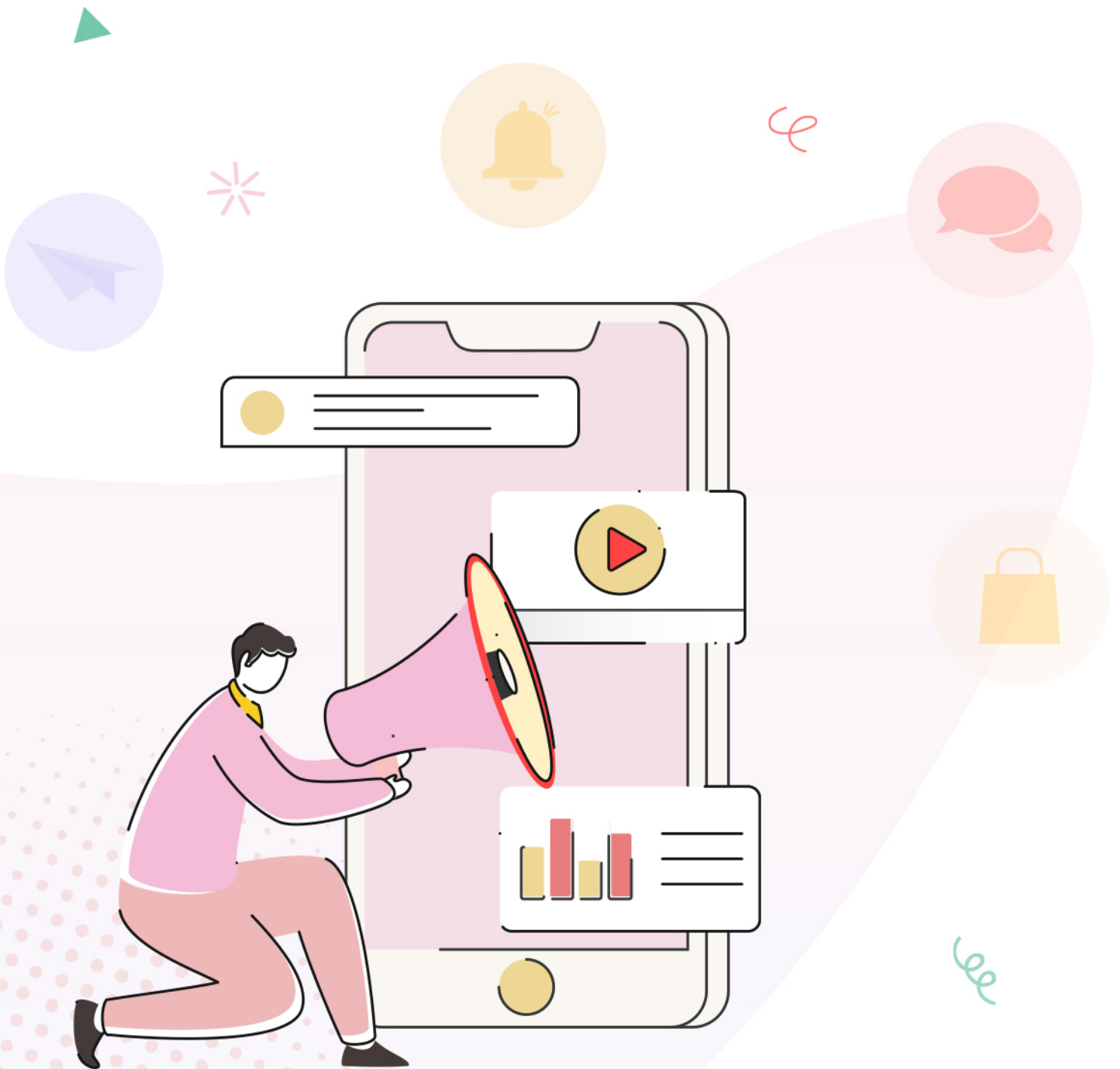
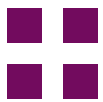


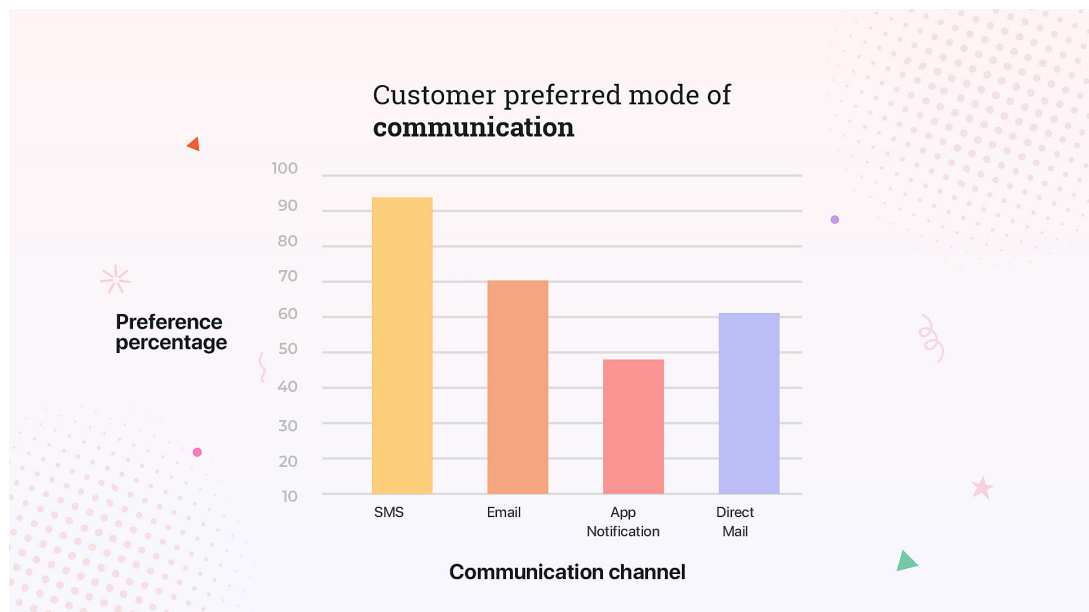
Best Practices of **SMS Marketing**





Best Practices of SMS Marketing

Approximately [23 billion SMS messages](#) are sent everyday around the world. SMS is an effective marketing channel, which is the [most preferred mode of communication](#) compared to all other communication channels.



In this guide, we'll delve into some of the best practices to be followed in SMS marketing.

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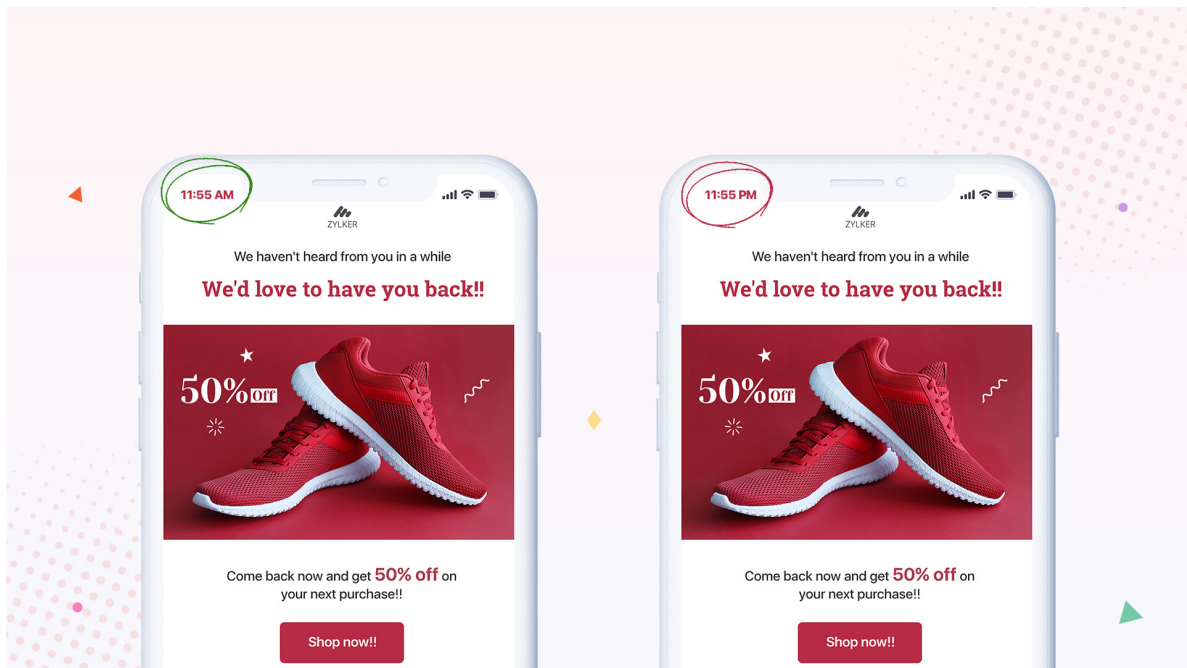
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Consider your sending frequency

Frequent text messages irritate your customers and might contribute to an increased opt-out rate. Two-six messages per month is usually the recommended frequency. The best approach is to let your subscribers decide the frequency of texts they would like to receive.

Time your messages appropriately

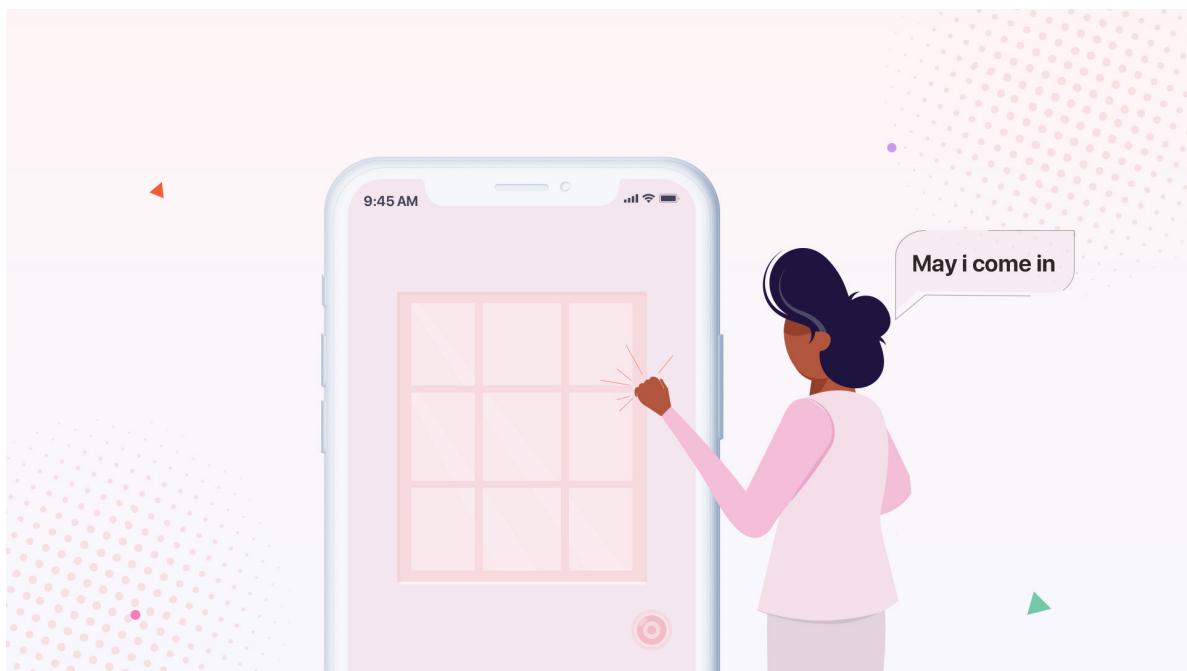
You have to be careful with timing when it comes to SMS marketing. Be courteous to your customers and send SMS messages during business hours only. Never send messages at odd hours, like at midnight or early in the morning. Take every recipient's time zone into consideration before you send an SMS message.



Get prior consent

Permission is key for all marketing channels, including SMS. Here are some ways to get consent from your recipients:

- 1) Send an SMS message asking your recipients to reply with an opt-in keyword to subscribe.
- 2) Use other marketing channels like email, social media, posters, and flyers to encourage your customers to opt in for SMS messages. Provide sign-up forms on your company's website for your customers to subscribe to text messages.
- 3) If you're adding contacts manually, ensure that you have written consent from each contact.



Keep your content crisp and sharp

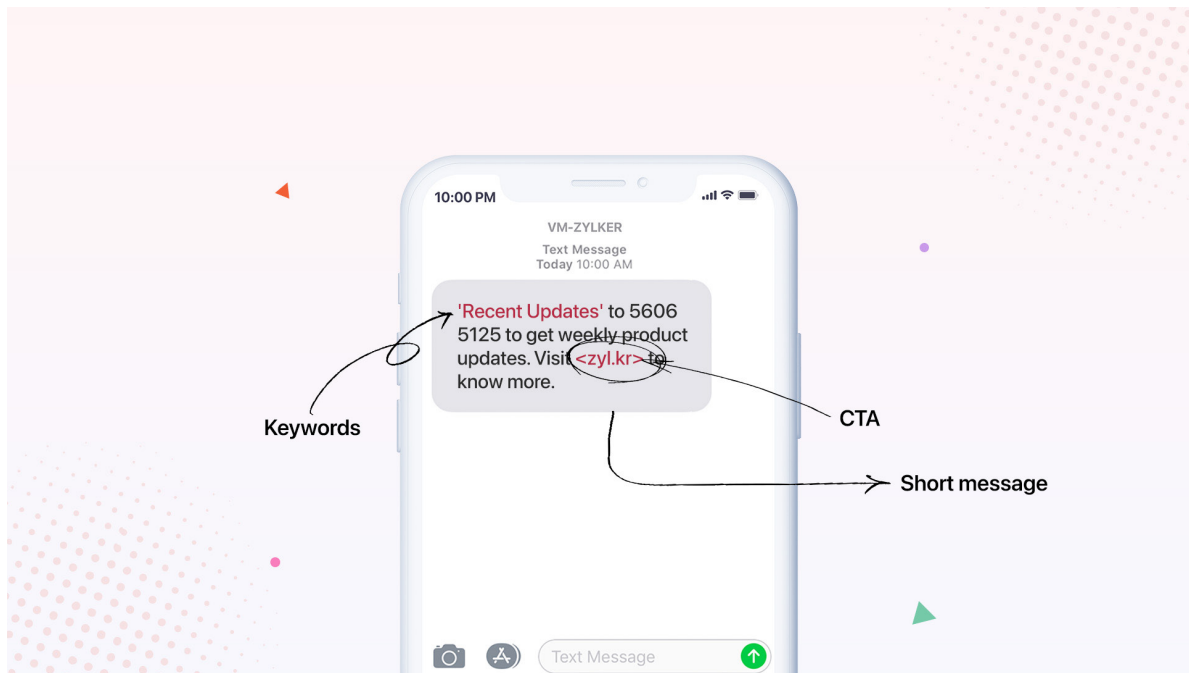
Content plays an important role in marketing. Remember to follow these guidelines while creating content for your SMS messages:

Keep it short- You've got a 160-character limit for each SMS message. Convey your intended message with concise and effective language

Use keywords- Use and highlight relevant keywords in your text messages. You can ask your customers to respond with your keyword to subscribe to further text messages. You can also use your keyword in your call to action (CTA).

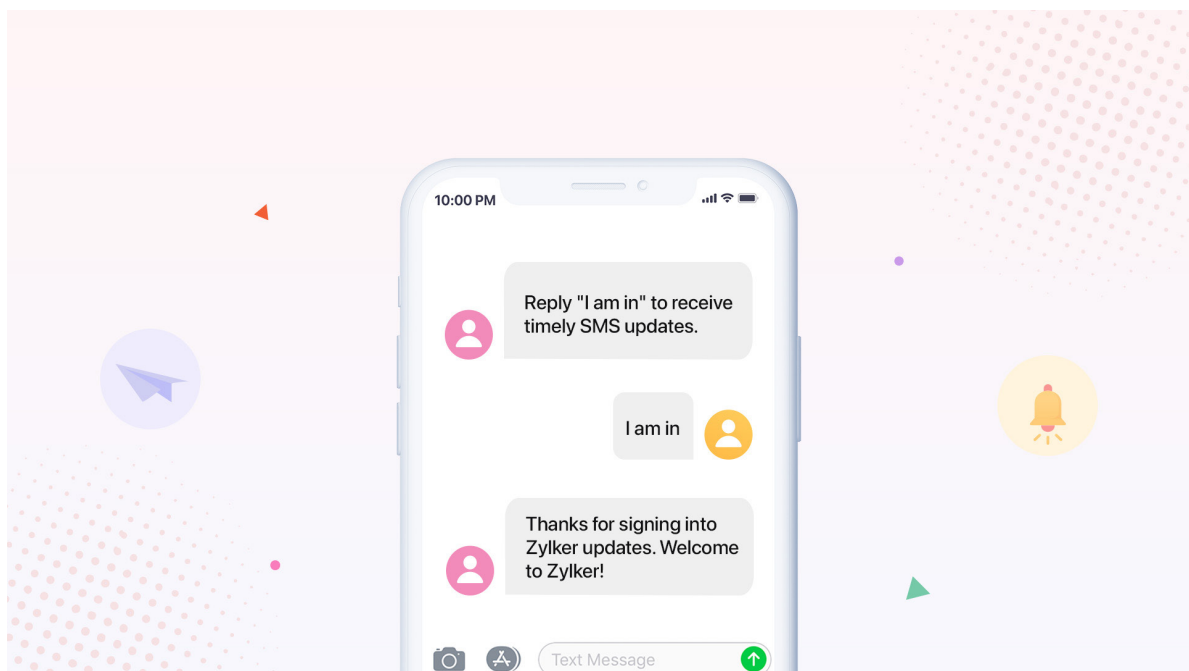
Consider your language- Do not sacrifice clarity to save space and characters. Avoid text abbreviations and acronyms. These can project an unprofessional image of your brand to recipients. Additionally, avoid technical jargon in text messages, as it might intimidate your recipients or create confusion around your intended message.

Include a CTA- A CTA is crucial in SMS marketing. For example, you can prompt recipients to visit your website or a relevant blog post. Add your CTA as either a hyperlink or a branded short link.



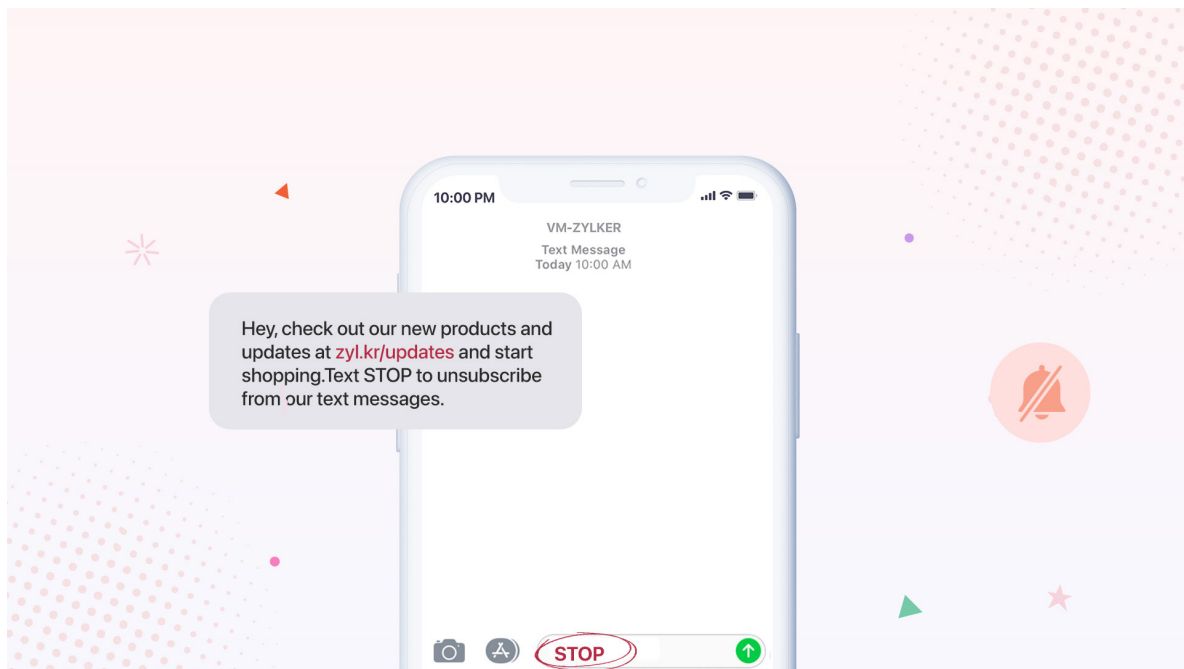
Be responsive

Recipients are likely to respond to text messages if they are interested in your product or service. Keep them engaged by sending prompt responses to their texts. You can set autoresponders for different possible customer responses to ensure timely, relevant answers.



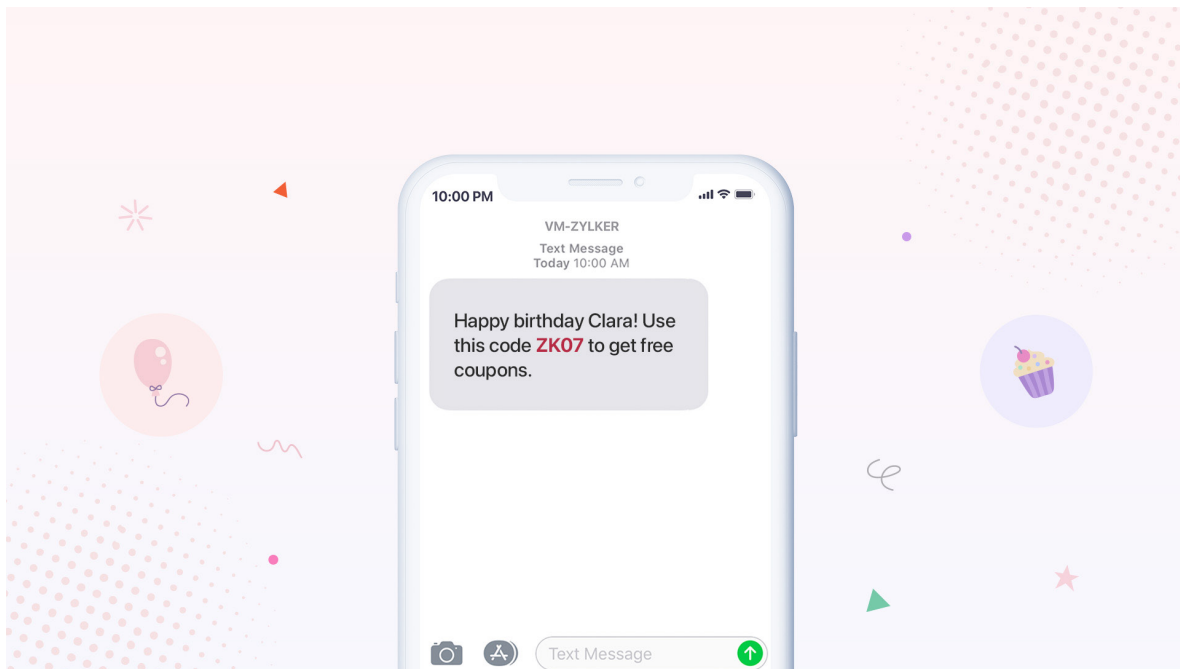
Include the option to opt out

It is mandatory to include opt-out instructions in your SMS to be compliant with the [Telephone Consumer Protection Act \(TCPA\)](#). Include a phrase like, “Text STOP to unsubscribe from our text messages.”



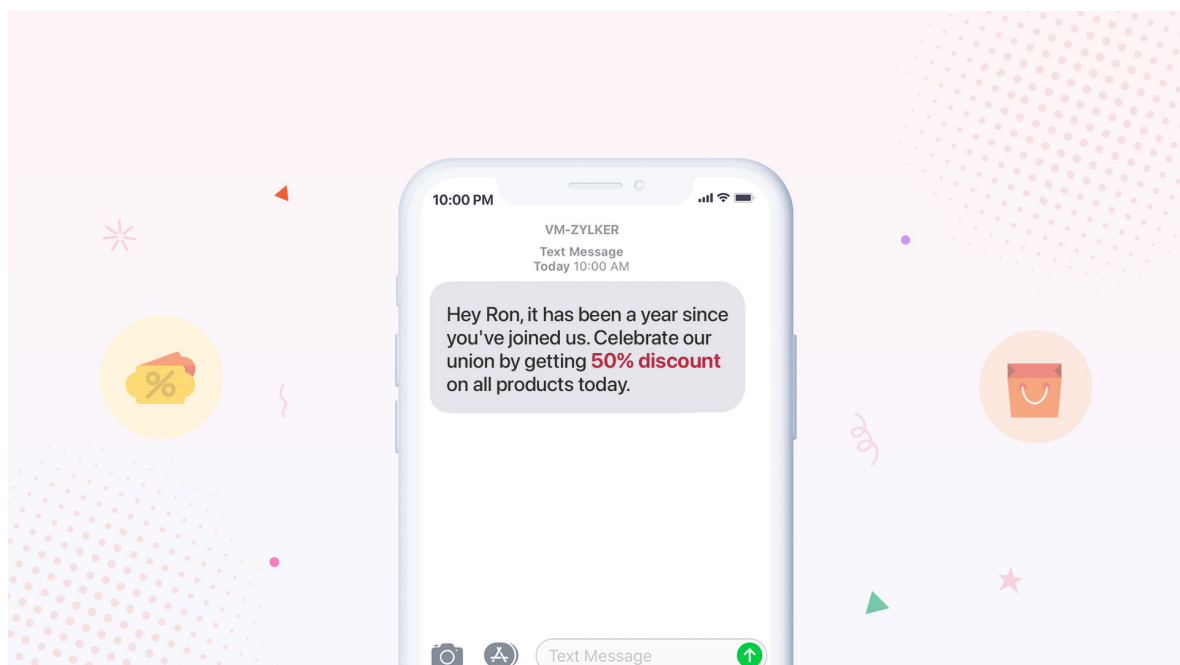
Personalize your SMS messages

You don't have much time to make an impression. Go the extra mile with personalization to capture your audience's attention and leave a lasting impact. Address them with their first name and send them relevant content by creating segments using your contacts.



Give some incentives

Everybody loves gifts. Provide your subscribers with discounts, offers, rewards, membership benefits, and coupons as incentives to continue utilizing your product or service.



Add a disclaimer

The Cellular Telecommunications Industry Association (CTIA) requires you to include a disclaimer stating “Message and data rates may apply” in your text messages. This is to let your recipients know that they might be charged by their carriers for receiving your text messages.

Leverage other marketing channels

You can use SMS messages to drive traffic to other marketing channels. Send alerts about your latest blog posts, social posts, and more. If you own an e-commerce business, SMS is an effective way to remind customers about abandoned cart items and nudge them to complete their purchase.

Conclusion

Mobile phones are an essential electronic item used in day-to-day life, making SMS an ideal choice for marketing communications. Follow the above strategies and enjoy maximum benefits from SMS marketing.



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