

Getting Started with **SMS MARKETING**



Effective communication is key to building and maintaining meaningful relationships with customers. SMS text messaging provides you with an opportunity to reach them where they are — on their phones. After you've added SMS to your Constant Contact plan, there are a few steps you need to take before you can start sending text messages:

1

Prepare your information

Before you go through the registration process, gather this information:

□ **Tax ID/EIN (Employer ID Number)**

Corporations and partnerships must have a valid Tax ID/EIN available. Sole proprietors do not need to provide this information.

□ **Sample SMS message content**

This helps us understand how your organization will be using SMS marketing.

□ **A valid way of capturing SMS opt-ins**

We automatically create an SMS-enabled Sign-up Landing Page for you to start sharing immediately once your registration is approved. This landing page is required and can't be deleted, but you can also create and customize additional sign-up landing pages.

□ **A valid website**

This website is linked in the response message when your SMS contacts reply "Help." Your website can't be a Constant Contact landing page.

□ **Your state registration**

Your organization must be registered with the state in which you conduct business. Your SMS registration information is checked by our SMS messaging provider against official state and federal databases. If the information you enter into your SMS registration doesn't match these databases, it can result in your registration being rejected.

□ **A privacy policy and terms and conditions/terms of service (T&C/TOS)**

You can upload your own or create one during the registration process. This is linked in your Sign-up Landing Page for collecting new SMS subscribers. Your privacy policy and terms of service should let your audience know:

- What information you're collecting
- How often they can expect to hear from you
- What content they can expect from your messages

2

Create a communication plan

Determine which communications are best via text messages for your audience:

- Establish a list of subscribers who consent to receiving your SMS texts.
- Determine when you'll send SMS marketing texts.
- Use automation path features to streamline your processes and send relevant messages to the right customers at the right time.

3

Register and get your sending phone number

Now that you have gathered all the required information, complete the SMS registration:

- Pull together your EIN, official company name, and an estimate of how many messages you plan to send each month.
- Once registered, you'll get a free local phone number, which is more recognizable and gives you higher credibility than a toll-free number.



Pro Tip

Download this [privacy policy template](#) and this [Terms & Conditions template](#) to edit and upload into your library before registering for SMS.

4

Collect SMS text message consent

To send text messages to your contacts, you first need to get their permission. There are several ways you can encourage clients to sign up for your SMS texts:

- Website pop-ups, landing pages, sign-up forms, and text-to-join
- A prompt at the end of an online purchase process
- During check-in/checkout at your event, brick-and-mortar store, or office
- Promoting your landing page via email, social media, and your website

5

Send messages regularly

Consistency is key – ensure your contacts hear from you on a regular basis.

- Plan to send an SMS message at least once a month so you stay top-of-mind for your customers. If your messages are too infrequent, you run the risk of people forgetting why they signed up in the first place!



Pro Tip

Check out our [SMS best practices](#) to learn more about using SMS and email!

As you get started with text message marketing, remember consistency is key. With the right approach and a little bit of creativity, text message marketing can become a powerful tool in your marketing toolbox.

Watch your marketing excel with text message marketing

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