



# Mastering SMS Text Messaging: **BEST PRACTICES**

Nowadays, it's rare to find a person without a smartphone in their pocket, which makes text message marketing a valuable tool for small businesses to connect with their audiences. With people checking their phones multiple times per day, texting can be a great way for you to quickly and efficiently interact with your customers. Here are some best practices that you can implement to maximize the impact of your text message marketing campaigns.

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### Obtain proper consent

Always obtain explicit consent from your audience before sending them any text message communications.

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### Send a confirmation text message

After someone joins your text list, you must confirm their registration to your text marketing list. Messages should contain the sender name, opt-out instructions, what to expect, and a "Msg & Data rates apply" disclosure.

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### Be mindful of timing and frequency

Make sure to comply with TCPA's standards for timing your sends and respect your subscribers by not overwhelming them with too many messages. Regulations dictate that you can send between 8 a.m. and 9 p.m. only. Send your updates at times that make sense for your campaign.

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### Keep messages concise and engaging

Get straight to the point of your message whether it's a promotional offer, appointment reminder, information, or announcement. Be sure the content you are sending is valuable to promote to maintain trust with your audience.

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### Personalize your messages

Whenever possible, personalize your messages with the recipient's name or relevant details based on their preferences or past interactions with your business.

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### Provide value

Offer subscribers something of value in your messages, whether it's a special discount, exclusive offer, useful information, or tips. This keeps recipients engaged and encourages them to stay on your list.

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### Monitor and analyze performance

Track metrics such as open rates, click-through rates, and unsubscribe rates to optimize your strategy and improve results over time.

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### Craft compelling calls to action

Action-based text messages that direct traffic to a product/service page or an event sign-up form should have a call to action that leads the subscriber to take the desired action. Calls to action are commonly phrased as "buy now," "schedule an appt," etc.

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### Be strategic

Identify ways that SMS can complement your overall marketing plan. SMS marketing works best when combined with a holistic, comprehensive marketing strategy.

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### Integrate with other channels

Combine SMS with your other channels, like email and social media, by linking them to your SMS sign-up form. Use features like text-to-join and QR code signups to collect subscriptions at events.

## Ideas for SMS campaigns

These use cases will help you start your SMS text message marketing journey.

### Get customer feedback

Consider sending a follow-up survey link to get customer feedback after they make a purchase.

### Send promotions and offers

Think about exclusive offers and promotions you can send to encourage sales.

### Recover abandoned carts

If a customer has left items in their shopping cart, a well-timed SMS message can remind them to make a purchase.

### Send appointment reminders

Send appointment reminders and instructions if they need to reschedule.

### Promote events and holiday specials

Encourage customers to attend an event, direct them to a sign-up form, or inform them of special holiday promo codes.



Ready to send your first text message?

Login to your account to put these best practices into action.

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