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THE ULTIMATE GUIDE TO
SMS MARKETING

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Introduction:
The Rise of SMS

The COVID-19 pandemic has caused much business disruption and curtailed in-person interactions. The increased reliance on mobile devices raised customer interest in the Short Message Service (SMS) channel to communicate with their favorite brands.

Accordingly, brands had to navigate through the change and pivot their strategies to ensure real-time engagement with customers during the pandemic.

Since texting is immediate and personal, it offers much needed support to businesses by enabling:

- Banking alerts related to potentially fraudulent activity

- Alerts for travel deals, as well as promotions for advance travel reservations

- Real-time updates for online ordering, curbside pickup and food delivery

- Texts for retail coupons and loyalty program rewards

- Notifications from telecommunication companies with offers and reminders

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Role of SMS in Omnichannel Marketing

SMS can play a significant role in an omnichannel marketing strategy, offering a simple path for directly connecting with customers.

These messages can be partnered with other relevant mobile channels, such as mobile push, in-app, email, and social media marketing.

Through distinct messages that feature unique content while also reinforcing the overall intent of a campaign, your company can more effectively build connections with its target market. SMS supports everything from finalizing an online purchase, pick-up in store (BOPIS) order to providing reminders about a previously viewed product.

A stellar **SMS marketing platform** that provides personalized experiences can be crucial for the success of your omnichannel marketing campaign.

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Benefits of SMS Marketing

The option to tailor messages to individual customers is one of the most valuable advantages of SMS. There are plenty of other positives to keep in mind, too:

Higher open rates

According to Gartner, open rates for text messages can reach as high as 98%, and response rates can hit 45%.

Mobile-friendly marketing

With more people using their phones for everyday tasks, meeting your customers where they are is essential. SMS notifications are often both immediate and easily noticeable.

Fast delivery

SMS requires little preparation, as the format is structured for relatively short messages, and quick delivery is the standard.

Opt-in and opt-out opportunities

If customers want to learn more, they can opt-in. If they don't want to receive messages anymore, they can easily opt-out.

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Ready-to-use SMS Campaign Ideas

Now that you've seen the advantages of using SMS marketing, it's time to understand how you can develop an impactful strategy. Some high-performing campaigns use these proven strategies to boost engagement:

Welcome messages that support better onboarding experiences

Hi John, welcome to Shopmoe! Click here to save 10% on your next order!

Geolocation updates when customers are in-store or within reach of the store location, sharing new brand updates or offers

Reminders about items left in a shopping cart to encourage conversions

Hi Sarah, click here for early access to this weekend's sale!

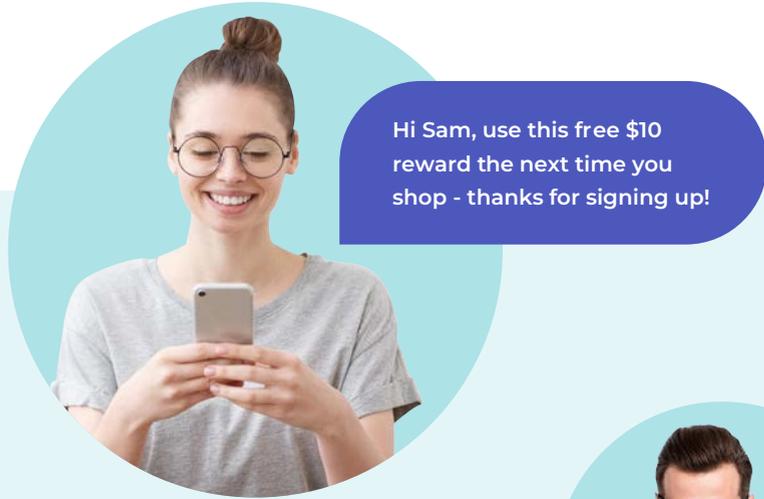Check out what just dropped! Click here to see our newest releases.

Low stock

Personalized promotions like notifications of upcoming sales and buy one, get one free offers

Alerts about new arrivals to keep customers informed and engaged

**Low-stock alerts** that remind customers to buy something before it's gone

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There are many other areas in which SMS marketing can prove to be a valuable driver of customer engagement, including:

Invitations to referral programs, which encourage customers to become brand advocates

Suggestions that drive cross-channel engagement, like installing a new app or sign up for email updates

Hi Sofia, install the Shopmoe app for exclusive deals and extra rewards points!

Hi Sam, use this free $10 reward the next time you shop - thanks for signing up!

Carter, your food from MoeKitchen is on its way! Click here to track its progress.

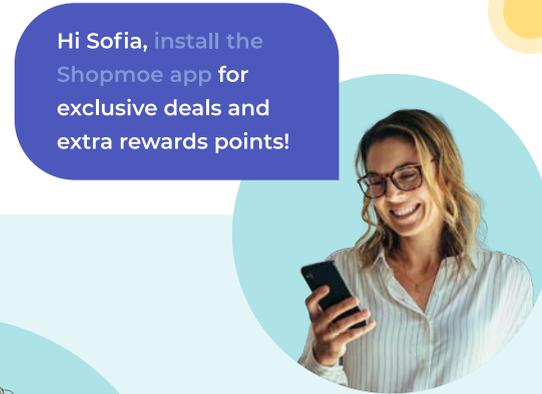Hi Marcus, your most recent bill is ready for your review.

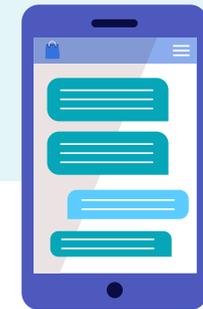**Giveaways** that reward users for opting-in and engaging with texts

Real-time updates about orders, billing, and other key processes for a seamless delivery experience
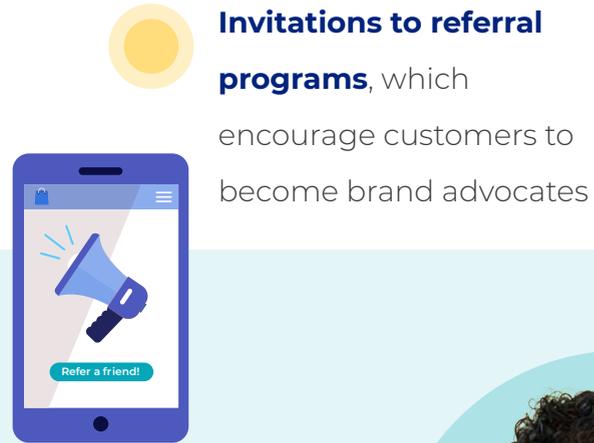
Billing reminders to support prompt payment

Messages that gather insights and encourage churned customers to give a second chance to the business

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The Future of SMS Marketing

Toward the end of 2020, Forrester Research predicted that **marketing message volume** would increase by 40% in 2021. The final numbers aren't in yet, but it's not surprising that this powerful marketing avenue is seeing more use.

40%
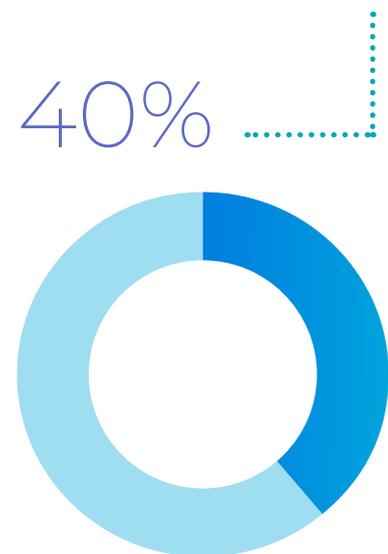
With consumers spending more time on their phones, it is essential to find ways to reach your target audience while they're already looking at their screens. Here's what the future has in store:

Beyond SMS

To stand out from the competition, you must move beyond the black and white texts. MMS allows you to create more engaging content using images, GIFs, and videos.

Sign-up Units

Sign-up units facilitate list and subscriber growth and nudge exit intent pop-ups in a compliant manner. They can be made available across mobile, desktop, email, or checkout pages.

Two-way Communication

The traditional approach of sending one-way texts is becoming redundant. Developments in SMS marketing empower customers to respond to and interact with text messages while on the go. Incorporating these trends into a campaign can make messages even more meaningful and personally significant, giving customers a good reason to remain engaged.
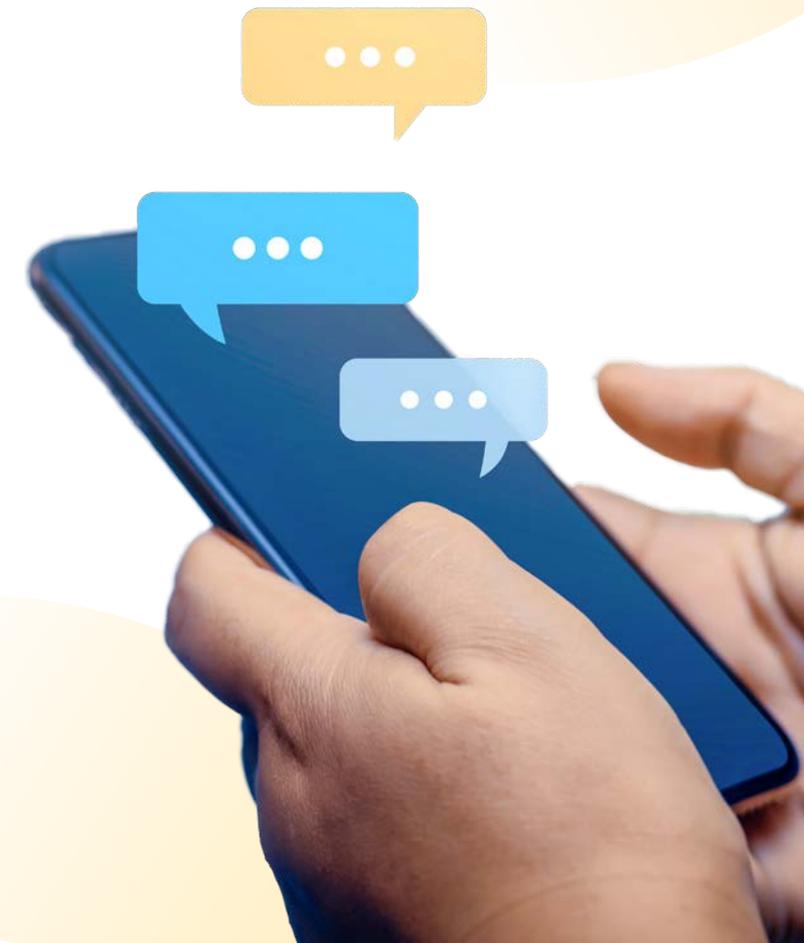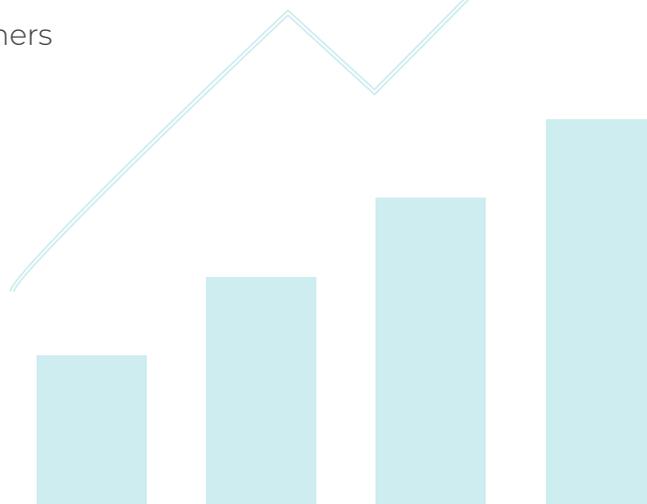
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How MoEngage can Help

While you know your customers and how to build connections with them better than anyone, the right tools for structuring an SMS campaign and tracking its performance are vital for overall success.

Your can use **MoEngage** to create personalized campaigns for acquisition, engagement, sending promotional offers, or reactivtion. We provide marketer-friendly analytics to optimize digital engagement for channels like SMS and measure key metrics, such as ROI and revenue.

With MoEngage's unique **Dynamic Messaging** capabilities, you can personalize your messages and deliver them at a time when your customers are likely to read it.

MoEngage allows you to drive immediate action with Smart Triggers. You can automatically trigger messages when your customer performs a transaction, abandons cart, uninstalls your app, and more. You can run these behavioral triggers in real-time or add a delay.

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About MoEngage

MoEngage is an insights-led customer engagement platform built for the customer-obsessed. With AI-powered automation, optimization capabilities, and in-built analytics, MoEngage is built specifically to cater to your customer-driven needs and enables hyper-personalization at scale across multiple channels like mobile push, email, in-app, website push, on-site messages, and SMS.

Fortune 500 brands across 35+ countries such as Ally Financial, McAfee, Deutsche Telekom, Samsung, Flipkart, Nestle, T-Mobile, Travelodge, and others use MoEngage to orchestrate their cross-channel campaigns and engage efficiently with their customers.

MoEngage was recognized as one of **America's Best Startup Employers 2022 by Forbes**, a Leader in the 2020 **Gartner Magic Quadrant** for Mobile Marketing Platforms, a Strong Performer in the Forrester Wave™: Cross-Channel Campaign Management (Independent Platforms), Q3 2021, a Leader in G2 for Fall 2020 Grid® Reports, and the #1 Mobile Marketing Platform in G2's **Spring 2021 Momentum Report** for our solutions.

To learn more, visit **www.moengage.com**

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