4-Step Guide to:

Leverage SMS in Times of Crisis

smsbump
a Yotpo company

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We know that the current global pandemic has already taken its toll on a number of sectors across the globe and they are facing an unprecedented crisis.

We know that all over the world smaller brands are struggling to keep afloat, having to cut back hours, layoff people, scale down and even temporarily close down. A pandemic wasn't part of any business plan...

We know COVID-19 will have a detrimental long-term impact on all businesses but smaller ones are the first to take the hit.

We also know that no city will be the same without its ice-cream parlors, family-run local stores, cafes and cute flower stores. We can't imagine an online world without smaller brands either. They add color, flare, imagination and diversity to an economy that would otherwise have a very dull personality.

We'd rather live in a world full of options.

This is why the entire SMSBump, geared up with all of our technical, business, and marketing skills and knowledge, would like to present to you our SMS guide for businesses in times of crisis.

This ebook is especially made to help small businesses adjust their SMS marketing strategy and come out of the situation stronger than ever.

Tucked in it you will find all the necessary tips and tricks on how to use your favorite text marketing and automations tool to its fullest potential, and keep your sales up and running despite everything.

Let's get going.

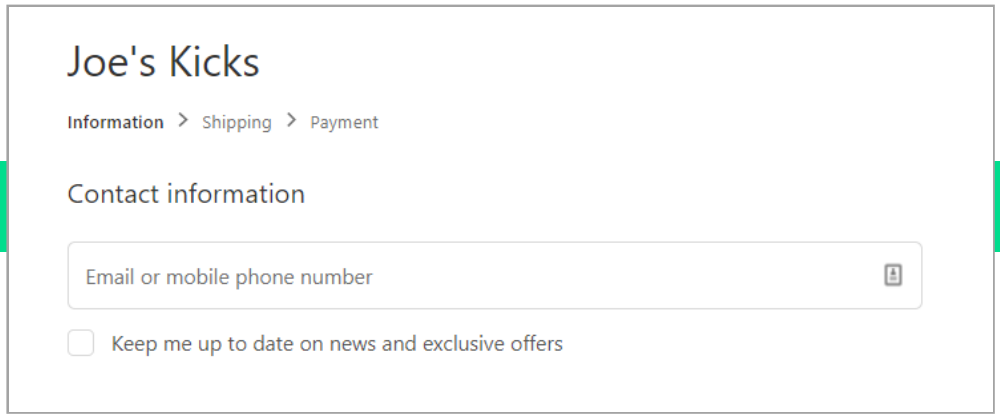
How to Maximize Subscribers Generation with SMS

At its core, every business is built on customers, no matter the niche, size, location and other factors. The same way you need to grow your base of subscribers first, so you have contacts to send your messages to.

This chapter is dedicated to the latter and will give you a brief introduction to all the tools within our app, which you can use to successfully generate more SMS subscribers, especially in complicated times like these.

Subscription at Checkout

The first and most widely known subscription method is the checkout opt-in. It allows customers to become SMS subscribers at the final step of their purchase - checkout. It is one of the most subtle, yet effective and natural ways to grow your subscribers, as all shoppers have to do is select the checkbox and the algorithm will fetch the phone they left as contact information (if they did). Not to mention it is completely free of charge for any SMSBump user.

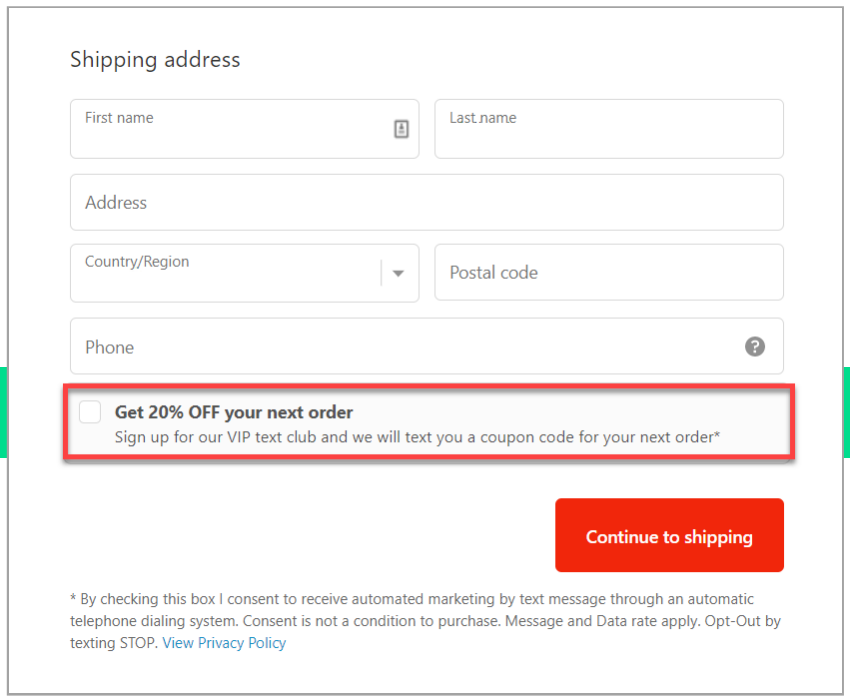


There are a few things to do before you go live with it, though. Configuring a Shopify checkout opt-in takes only a few seconds. From your **Shopify Settings** select **Checkout** and follow these couple of steps to set up your checkout subscription.

As you will see in the article, you need to be very clear on what customers should expect from you in terms of marketing before they've given their explicit consent. This is where your **checkout privacy policy** comes into play, which you can set up with the help of the article.

Since you have only limited space to make a truly convincing appeal, try to craft the best call-to-action to grab your customers' attention, but also to be informative enough.

And if you happen to be a Shopify Plus user, you have an even bigger chance at converting a customer into a subscriber by **giving them an incentive** they can use on their next order. This way you are both securing yourself a second order, but also winning a subscriber.

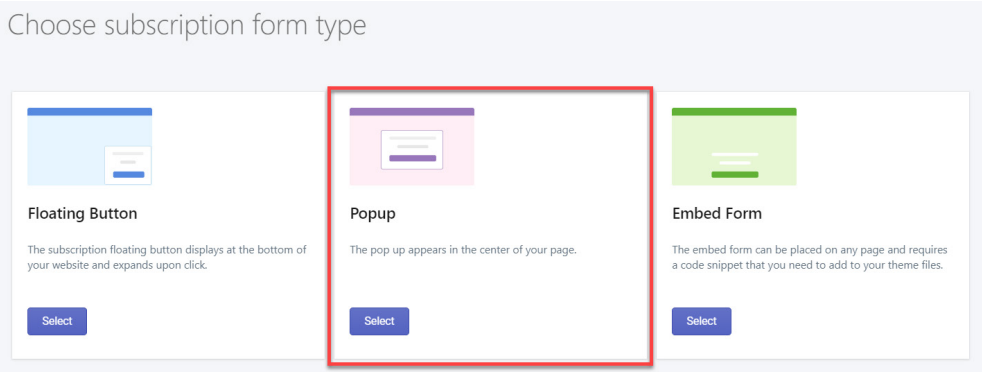


The checkout opt-in is an absolute must for any store. However, if you are looking to play around with subscription methods a bit more, consider our pop-ups.

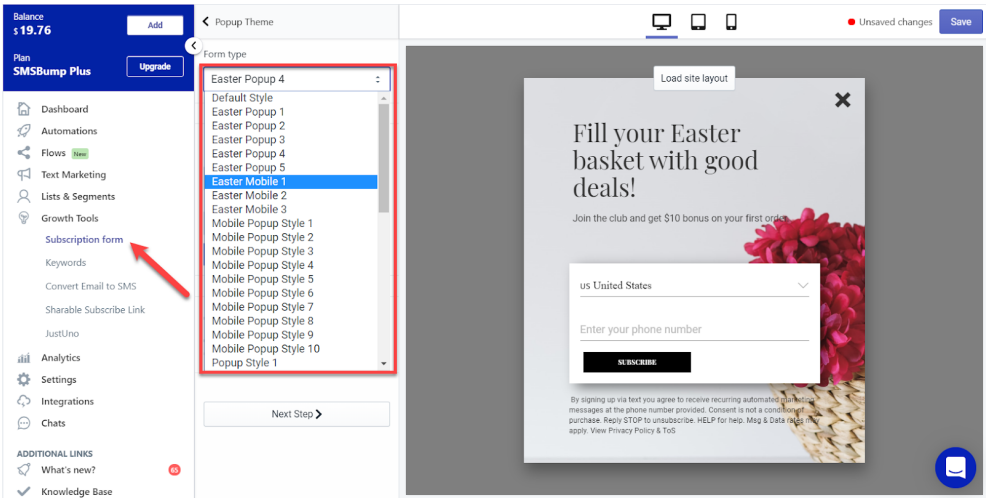
Pop-ups

One of our most preferred subscription tools is the pop-up. Despite their "bad" reputation, pop-ups are still heavily used for a reason. They work.

Pop-ups are free and available to all SMSBump users, from the pay-as-you-go plan to the Plus users. They are located in the **Growth tools** section of the app under the Subscription forms, and are highly-customizable.



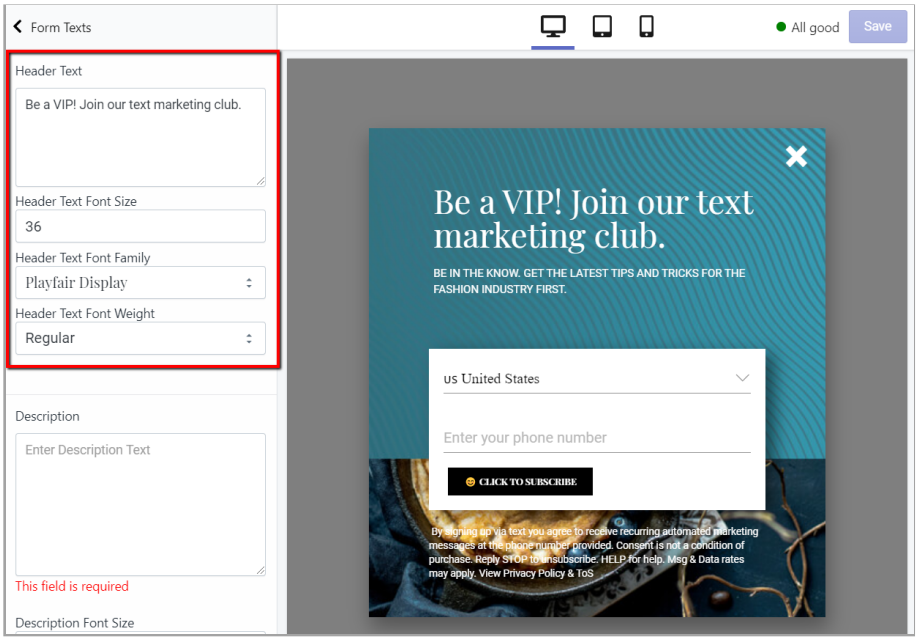
You can select from **more than 20 templates** which can be tweaked to best fit your brand's voice and overall appearance. Our mobile-only pop-ups even allow customers to easily subscribe with just one tap on the screen, without having to fill out long forms.



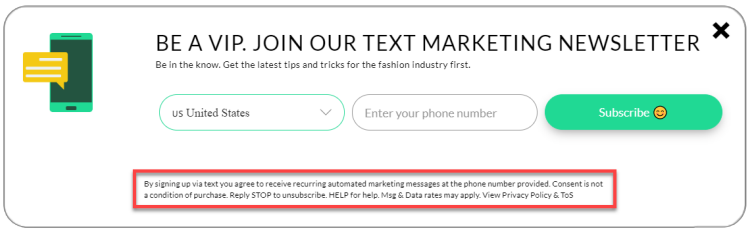
Every user can change the way the pop-up looks, can upload images, write their own copy to speak their brand voice, craft a strong call-to action, and configure which page/s and when the pop-up should show up.

If your store likes to catch visitors in their tracks, set the pop-up to appear after they've scrolled through your homepage. On the other hand, if you want to stop them before they exit your website, configure it to appear as they are about to hit the "Back" button. The opportunities are limitless.

You can even adjust the purely technical aspects of the pop-up, such as the overlay opacity (remember: Google has specific requirements when it comes to this), the font size, weight and family, text color and so on. All things that will make your pop-up truly memorable and eye-grabbing.



Whereas the visual aspect is crucial, one of the most important fields, one you can't go without, is the **mandatory compliance text**, which informs your customer exactly what they'd be opting in for by providing their phone number. This is an absolute must in order for you to abide by all TCPA and GDPR regulations, and it applies to all businesses. But with our pop-ups, you don't need to worry about that, as **each and every one of them comes with a built-in compliance text.** We even have it available in other languages, such as German, French etc.



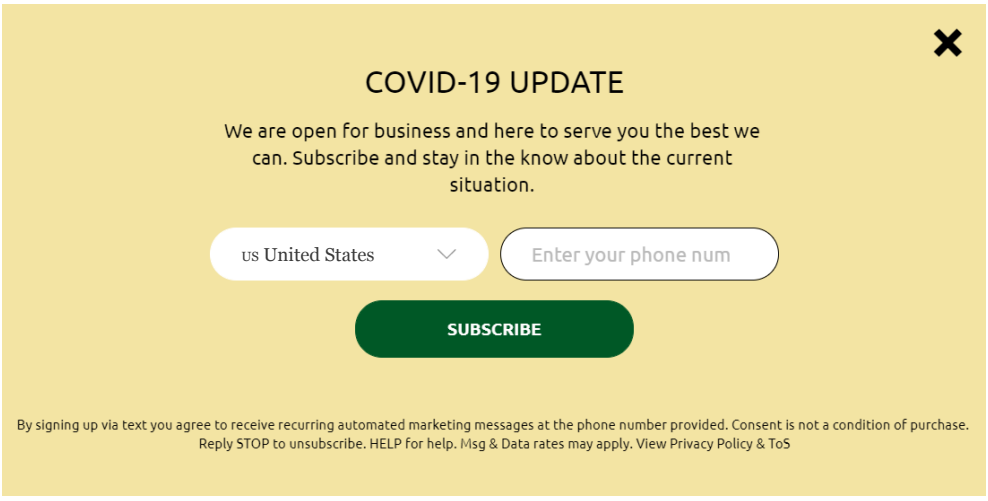
How to pop-up in the present situation

Pop-ups are one of the most popular ways for any business to reach out and convey a message to their site visitors. Yes, that's right - a message, not just an offer.

In situations like the one we are in, information could be our greatest strength. Or our greatest weakness, depending on how we decide to handle it.

This is why we advise all small businesses to dial down the promotional slogans and the salesy tactics. In times when people are trying to stay away from buying anything other than the bare necessities, trying to win them as subscribers with the regular marketing tricks might not be enough.

Instead, treat your pop-ups as a way to inform your customers of issues that might be concerning them at the moment, i.e. what's going on in the world in regards to the virus and other important information on their favorite brand. Show them your human face, let them know that you acknowledge what's going on and that you are in the same boat as them. Appeal to them on a personal level and you will hit the ceiling with new subscribers.



Verbiage such as “Subscribe and let us update you on our deals during COVID-19”; “Opt in and stay updated”; “Stay home. Have all our deals delivered straight to your phone.”; “Subscribe and get weekly notifications from your favorite brand” etc. will do just that.

But you can also go for “Stay at home in style. Subscribe for our monthly updates.”, “Break the every-day routine with…”, “Now’s the time to do that thing you’ve always wanted. Get our weekly ideas on how to…”, which are still leading them to opt in so they get some cool deals, ideas or updates, but not in a pushy way.

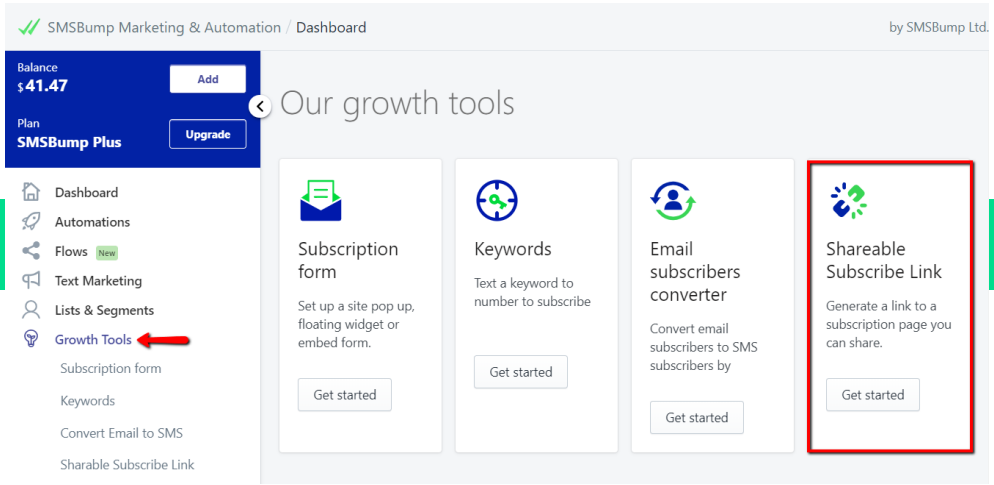
In terms of the colors: try to stick to more pastel colors in the green and blue range, as the first gives out the feeling of “everything will be alright”, whereas the second is the color of calm and serenity, and gives people the sense of trust.

These guidelines might not follow what you see most often, as more and more brands rely on bright red visuals to make their COVID-19 messages stand out; however, we believe that red is a very aggressive color that should be used scarcely. It does draw attention but can also act against you, as it is associated with danger and fear. Also: focusing your marketing on the negative side of things won’t necessarily help you win big but might scare people off.

Shareable Subscribe Link

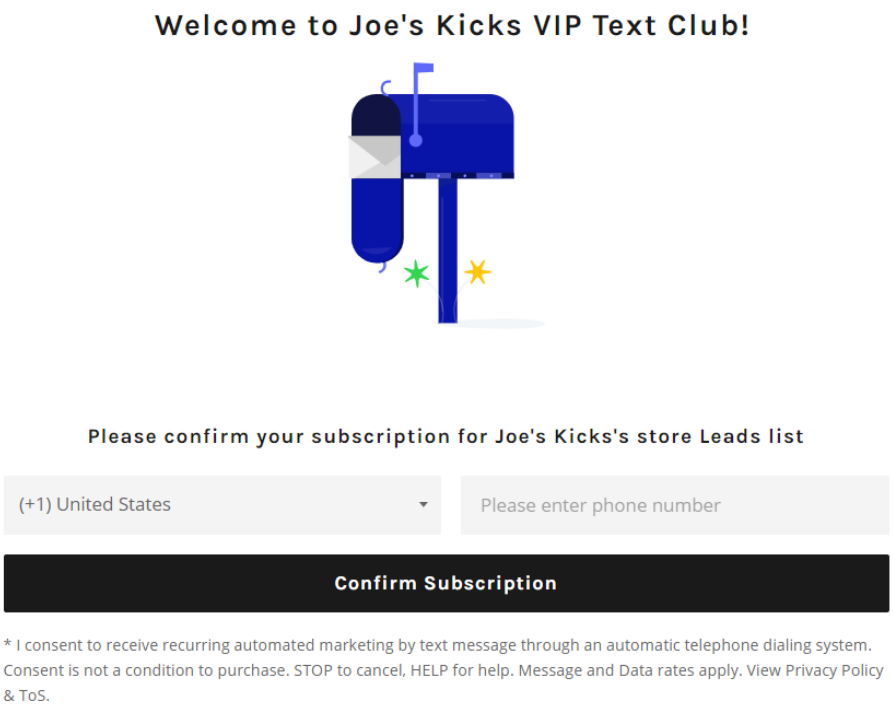
Another great option to gain more subscribers is the shareable subscribe link. This opt-in tool is among the most versatile ones and stores can use it virtually ANYWHERE. Do you have well-developed social media networks? Post it there and drive even more traffic to them (and your store). Are you big on other online forums? Share it with your community there and grab their attention. You can even add it to your monthly newsletter so people receive great deals straight to their phones.

To enable it, simply go to our **Growth tools** section and click on **Get started.**



From here on now, you only have to do three things so your shareable link can do its magic to its full capacity.

First, **select an existing list**, where your new subscribers will be saved once they opt-in via the link. Then you need to create the **SEO handle** for the new page that will be generated with the new link. And finally - hit **Create link** to activate it.



Simple as that!

How to leverage a shareable subscribe link in the current situation

Like we already said - the ways to use the shareable subscribe link are numerous, and its applications - various. But in present times, this opt-in method could be very effective if your **small business is associated with a cause.** This tendency, to link your business with an important issue, is on the rise right now, as the entire world population is having a hard time.

Local brands inherently have a rich personality and their customers are engaged with them on a more personal level. This is usually why people are lured to specific small brands, as opposed to others: they've appealed to them with more than just their product.

In this case, **this appeal could be their social consciousness and a shared belief.**

If this is the situation with your business, the shareable subscribe link option could be your best ally in getting through to more people. But make their opt-in count! For instance, a lot of brands announce that for every subscriber they get, they will donate a certain amount to a particular cause. This works miracles because:

a. You give customers the feeling that they are doing something good and valuable for their community (and who doesn't like that).

b. You make them feel appreciated by giving them something special in return, such as exclusive access to your newest collection, or a great incentive, such as free shipping and return.

c. You grow your subscribers list.

SMS Marketing on Autopilot

Now that you have a solid base of subscribers, your next step is to start communicating with them.

SMSBump has a whole arsenal of features that stores can set up to run on autopilot and do the heavy lifting for you. In this section we will take a look at all automations small brands should consider enabling to get the most out of this bad situation.

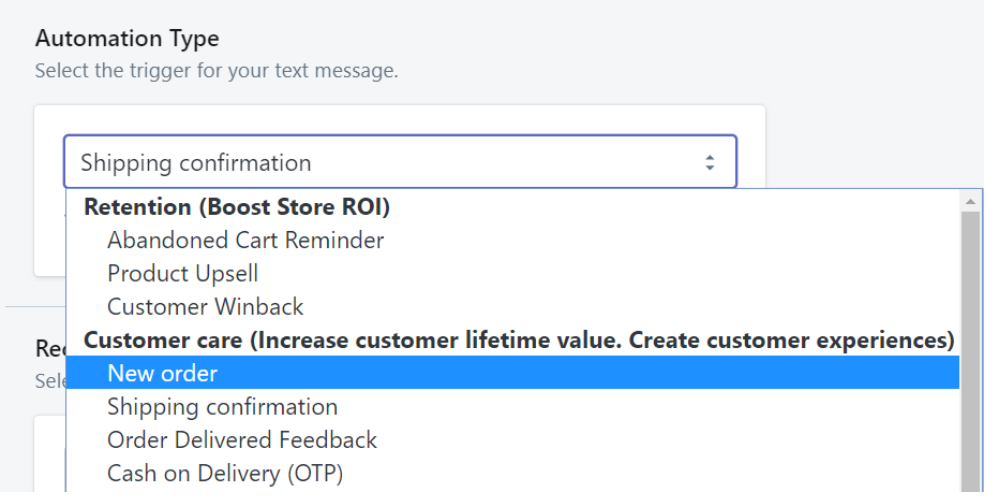
New Order Updates

Shipping has taken a great hit in the last several weeks, with a great number of people never receiving what they ordered. The coronavirus has wreaked havoc on the global shipping industry as dozens of sailings have been canceled and vessels are being idled at a record pace.

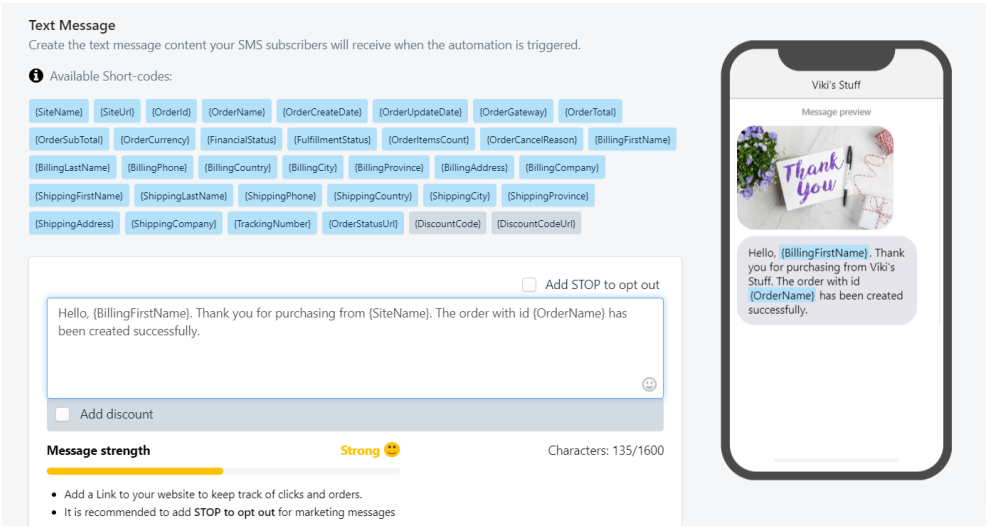
Uncertain that their order will get to them, customers are even more reluctant to purchase things that are not of high importance. And those that do buy, expect to be informed timely about their order.

What better way for small businesses to update their customers than SMS? It has the highest open rate (of 99%) and there is no such thing as "spam folder". All text messages reach their recipients, which help minimize cost and maximize earnings - especially important to any small business in times of heavy shopping restrictions.

It only takes a few minutes to set up your New Order Confirmation automation. All you have to do is navigate to the **Automations section** in our app menu and select the right event (i.e. New Order).



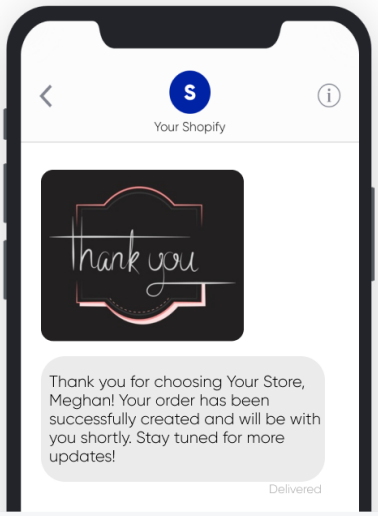
From then on you can **tweak your text message** so it says exactly what you need your customers to "hear", **add a delay**, and even **insert an image** to go with it. With the help of the **available shortcodes** you can include all other information you see as relevant to this message and your customers. This data is automatically fetched from within your store and will appear in the message your customers will receive, but not in the text template in SMSBump.



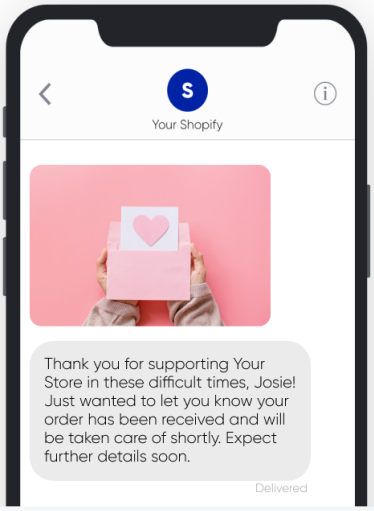
Pro Tip: with this particular automation we don't advise merchants to set a delay. Getting this notification as soon as possible is important, so customers know that a purchase has been made from their account.

Since this is a more transactional message, we recommend you to keep it short and to the point. All customers want to know is if they have successfully placed an order.

However, if you want to show appreciation to your customers for choosing you in these rocky times, go ahead and add a simple "Thank you for supporting small businesses" or "We thank you for choosing us!". You could also go a step further and delicately tell them you'd like to see them again soon with a brief "We'd love to have you again!"



Thank you for choosing {SiteName}, {BillingFirstName}! Your order has been successfully created and will be with you shortly. Stay tuned for more updates!



Thank you for supporting {SiteName} in these difficult times, {BillingFirstName}! Just wanted to let you know your order has been received and will be taken care of shortly. Expect further details soon.

Remember: order updates are of the utmost importance in these circumstances. They give customers a peace of mind and also help you come out as a reliable and trustworthy brand, which values customer experience and satisfaction far more than mere profits.

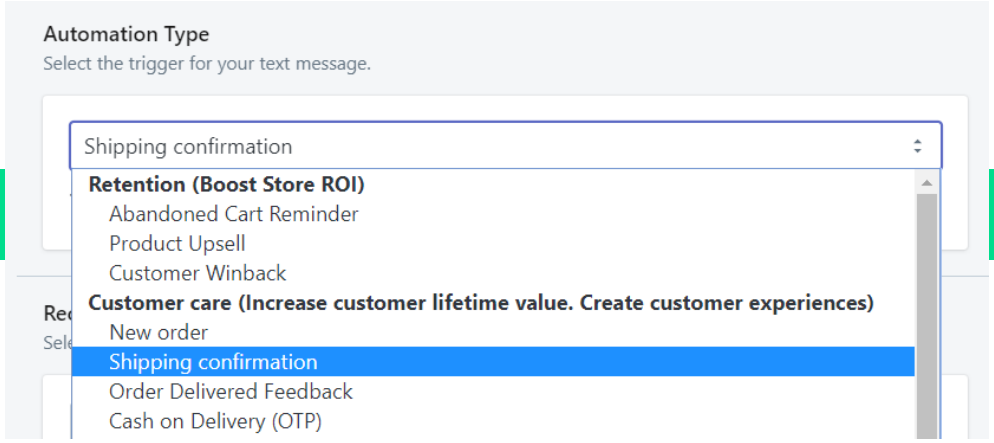
Shipping Updates

Just like order notifications, shipping updates are purely informational but just as important. Whereas order alerts let customers know they've successfully placed their order, shipping notifications confirm that their order is on its way and will be at their door in X days.

For **time-sensitive orders**, this is a very important update that customers look forward to. Because let's face it - even though we are in the midst of a pandemic and it feels like our life has been put on hold, children still have birthdays, parents still celebrate anniversaries etc. And where better to look for a sweet, personalized gift than a small store, with unique branding, noticeable character and diverse inventory.

Show them you are the right fit for them! And on top - be the diligent host customers would like you to be. Be in touch with them regarding their order and provide for a worry-free experience. Assure them you are available in case they have any questions, or need anything.

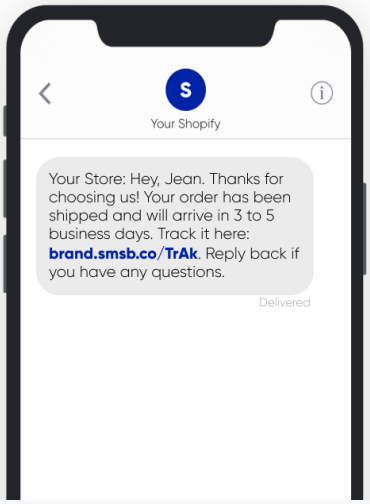
The way to configure this automation is **the same as the Order Update one.** What you need to do once you are in our **Automations** section is select the correct trigger (**Shipping confirmation**) and proceed to putting your message together.



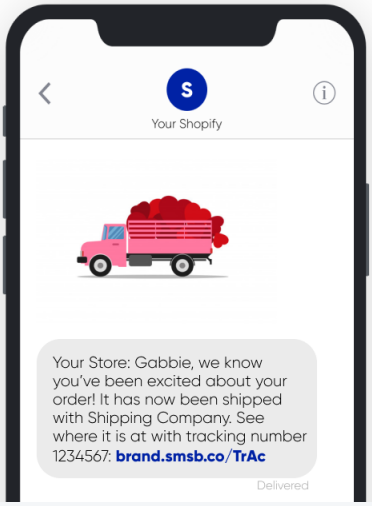
You have the same options here - **set a delay** (not recommended), **add an image, craft your own copy** and **use the shortcodes** to include all the data you deem applicable to this message. Some useful codes could be the tracking number or URL, the shipping company name etc.

In case you are shipping with a delay, consider possible ways to reimburse them for that. You can add a **small discount** to take care of any reputation damage customers might inflict because of the delay. Just select the **Add discount** checkbox, specify the type of discount and the amount.

Whatever you do, know that it is important to keep an open line of communication with your shoppers and be honest. They are having a hard enough time living in a state of emergency, you shouldn't add to that.



{SiteName}: Hey, {BillingFirstName}. Thanks for choosing us! Your order has been shipped and will arrive in 3 to 5 business days. Track it here: {Tracking URL}. Reply back if you have any questions.

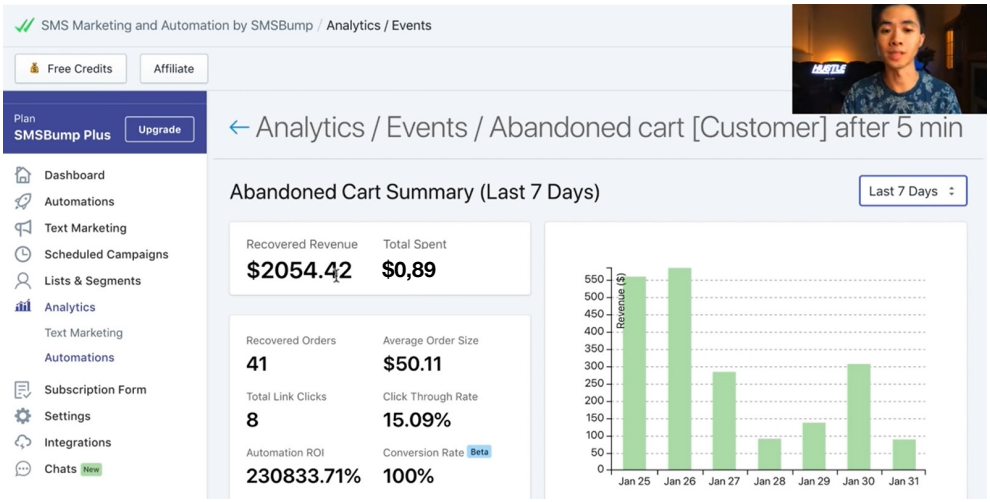


{SiteName}: Thanks for choosing us, {BillingFirstName}! We know you've been excited about your order. It has now been shipped with {ShippingCompany}. See where it is at with {TrackingNumber}.

Abandoned Cart Reminders

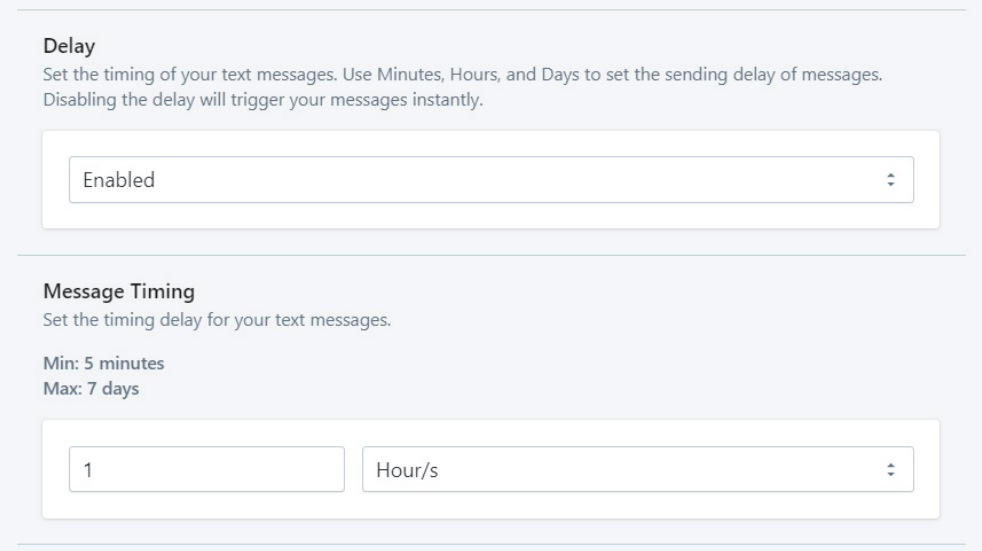
No matter where you are in the world or how big your store is, what products you're selling and how many subscribers you have, all businesses face one and the same problem: abandoned carts. With about 70% of carts being abandoned this is an issue that every brand has experienced at some point.

Knowing this, we created one of the most top-performing SMS automations that any merchant could wish for. Since they are so advanced and effective, our abandoned cart reminders are the one feature all of our users enable as soon as they install SMSBump. Some report **25 times better recovery rates** which is a true testament to its success.



Ivy Zhu

When it comes to cart recovery messages, **proper timing is the most important factor.** Based on internal research and feedback from our users, we've determined that a **reminder sent 1 hour after** a cart was abandoned has the highest recovery rate. This message is the **golden mean** - it gives your customers enough time to think if they really want/need this item, but also catches them while they are still in a shopping state of mind.



Still, some merchants aim to stop customers in their tracks even earlier, and have seen great results with the **5-minute reminder**. So if you have a little bigger budget to invest in text marketing, enable a second abandoned cart notification to remind customers almost immediately after they've abandoned their cart. This will give your sales an even bigger boost!

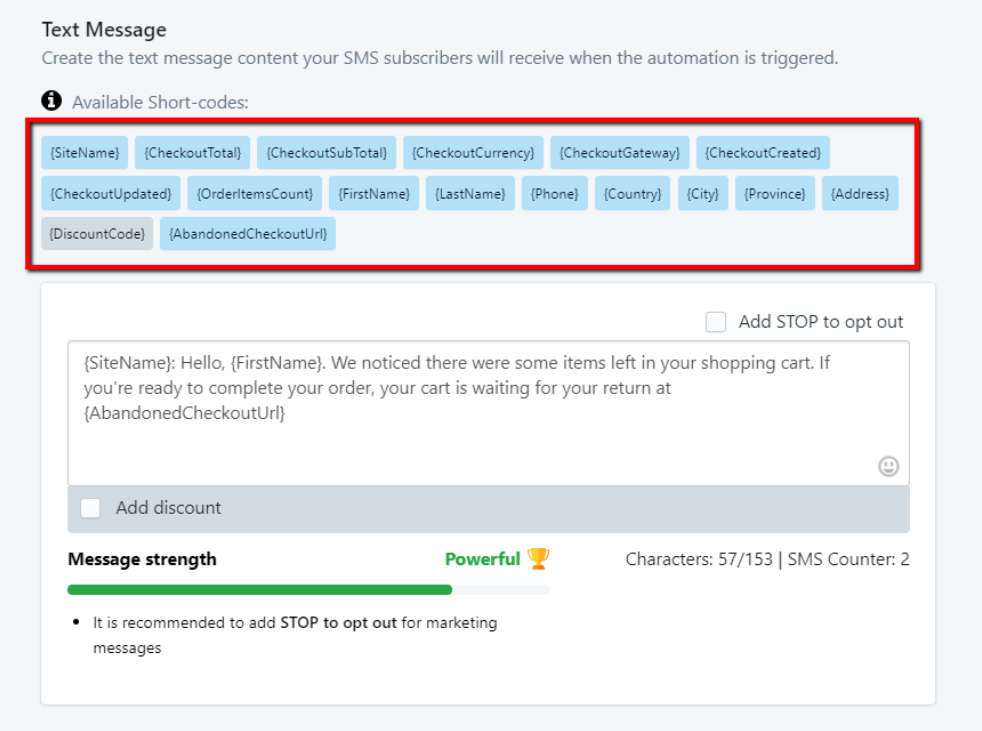
No matter what the strategy, there are a couple of things you need to do so your abandoned cart reminder is a true winner.

It is crucial for your abandoned cart message to have your **store name** included, so customers know right away who is reaching out to them. This is especially valid for smaller brands which might not be so well-known.

Personalization is also a deciding factor, i.e. make sure to **add your customer's name** so your SMS has more of a human feel to it - as if a real person is contacting them. This will set you off to a good start, specifically if you are a small store looking to make an impression.

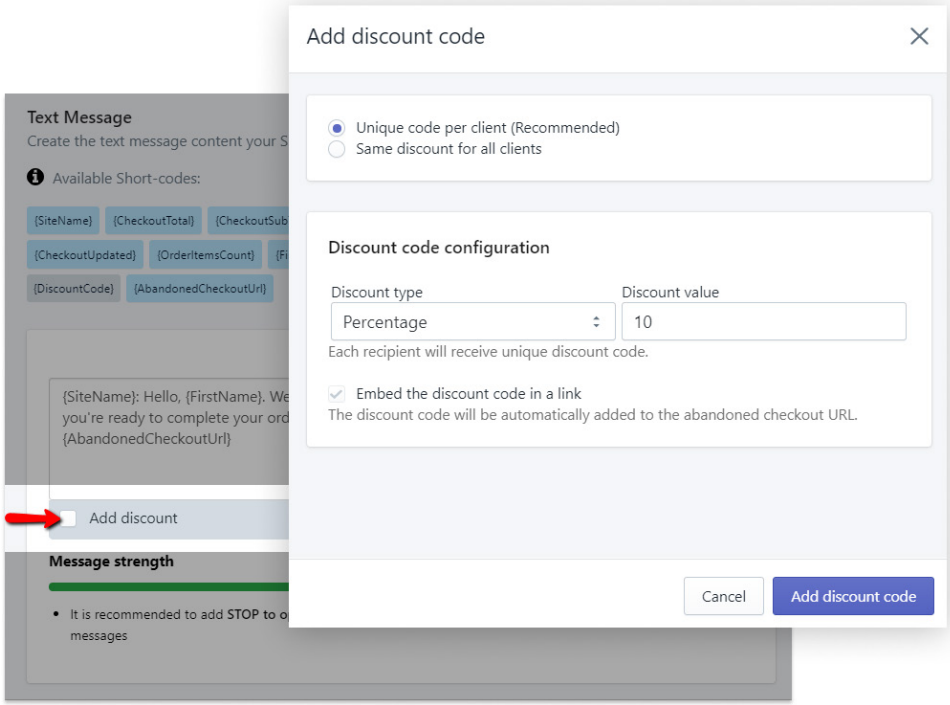
And don't forget - **add a link to the abandoned cart**, so they can easily return to it and finish their order.

All of these you can include with the help of the **short codes**, available for every text message.



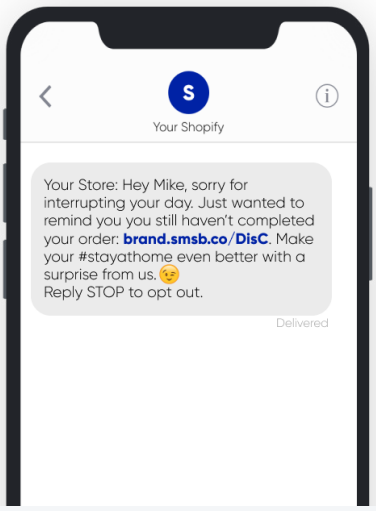
Moreover, abandoned carts convert even better if you give shoppers a **special offer** that will nudge them to come back. Some brands go really heavy on the discounts they give; however, we've always been fans of **well-calculated discounts**, particularly when we are talking about smaller companies.

If you are only going for a one-shot abandoned cart campaign and your average order value is less than $100, try to give a really good discount, 10-15%. And yes - go for a percentage discount, as opposed to a firm value. Think of it this way: if you offer a 10% discount on a product of $50 value, this translates to $5 saved. Now what will sound better to your customer: $5 or 10%?

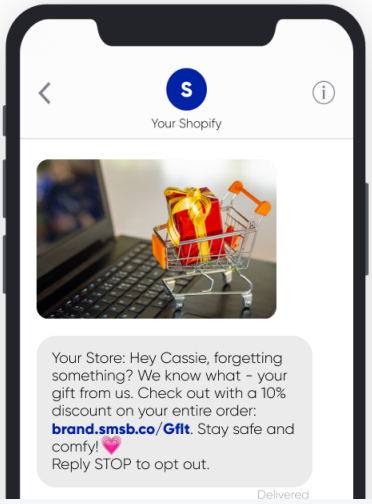


If, on the other hand, you are looking to launch a sequence, then give yourself some room to wiggle. Have your first notification be just a plain reminder, but include a discount in your second one. Or, if you are feeling generous - give a 5% price reduction with your first message, and 10 to 15% with your next one. This way you will show your customers you really want them to come back and complete their order, and that their purchase matters to your store.

Last but not least, since this is not an ordinary transactional message, but a promotional one, don't forget to give your subscribers a way to opt out from receiving marketing materials. Simply select the **Add STOP to opt out** checkbox and the copy will be automatically added to your text message. Besides respecting your customers, this makes you fully compliant to the TCPA and GDPR regulations, and will save you from some hefty fines. And that's a defining factor to any small business, right?



{SiteName}: Hey {FirstName}, sorry for interrupting your day. Just wanted to remind you you still haven't completed your order: {DiscountCodeURL}. Make your #stayathome even better with a surprise from us.. ;) Reply STOP to opt out.



{SiteName}: Hey {FirstName}, forgetting something? We know what - your gift from us. Check out with a 10% discount on your entire order: {DiscountCodeURL}. Stay safe and comfy! Reply STOP to opt out.

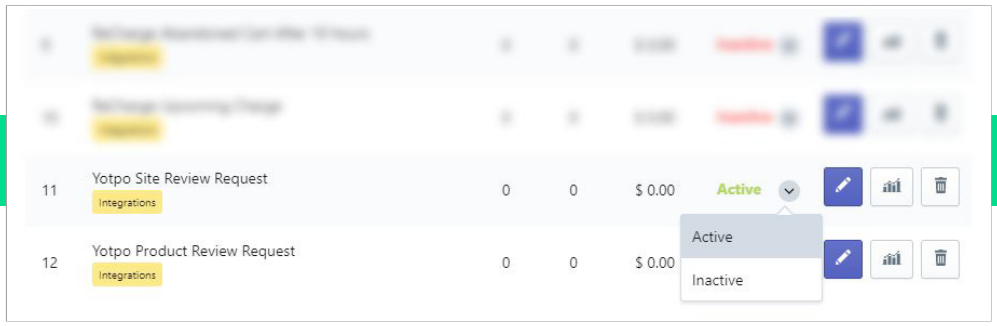
Order Review Request

As a small store, you surely are looking for ways to improve your business and make it shine brighter. Even more so in times like these, when all businesses are trying to find that competitive edge that will help them ride out the storm.

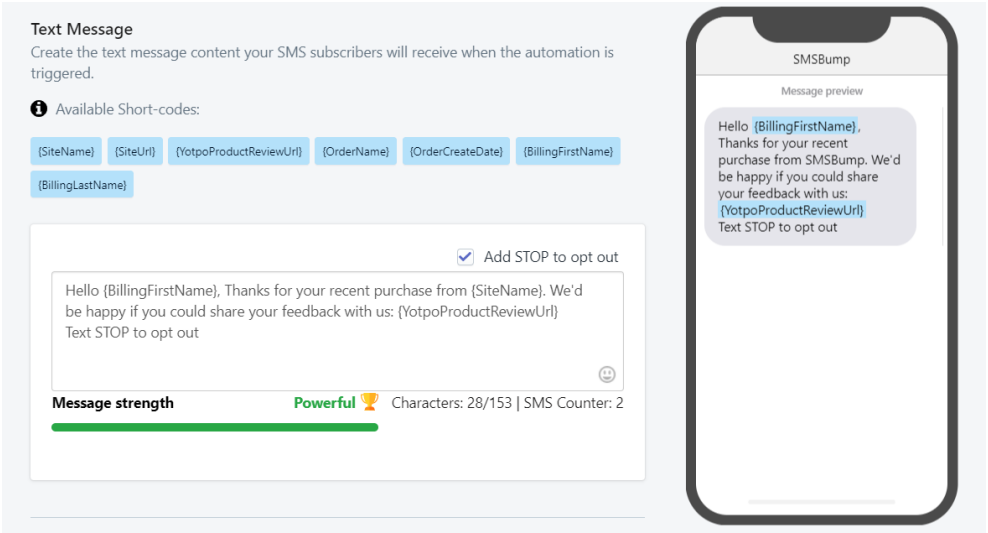
But how would you know which areas to focus on without asking people who interact with you on a daily basis - your customers. Besides getting feedback straight from the source, asking for a review could provide you with the needed social proof to help you stand out from the million other small businesses aiming for your customers' attention.

Whether we like it or not, **social proof is a huge deciding factor**, especially when it comes to purchasing something from a lesser-known brand. And the stats are here to back this up: 82% of consumers say they read reviews before buying something, with the average consumer going through at least 10 reviews before making up their mind.

Luckily, order reviews have never been easier to request and gather! Now that SMSBump and Yotpo have joined forces, collecting user-generated content via SMS is an intuitive and simple process, which only requires you to connect the two applications and set up the automation.

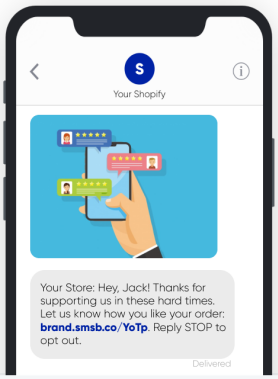


When you activate it, you will be able to fully automate review requests. What does this mean? Once a customer makes an order, they will receive a message, inviting them to share their thoughts on their experience with your website or their latest purchase, or if they prefer - to snap a photo or make a video.

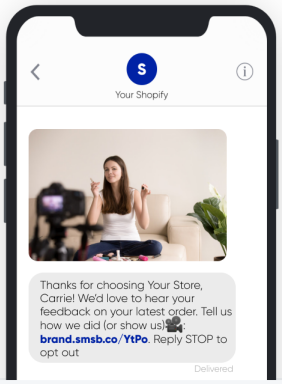


The fact that all of this is happening via SMS makes it even easier on customers to submit a review on the go, as they'd be doing it straight from their phone. Quick, easy and efficient.

Positive social proof will help you build a trustworthy and reliable image of your brand, which in turn will make it simple for customers to choose you among others, and essentially - will bring in more sales.



{SiteName}: Hey, {BillingFirstName}! Thanks for supporting us in these hard times. Let us know how you like your order: {YotpoProductReviewUrl}. Reply STOP to opt out.



Thanks for choosing {SiteName}, {BillingFirstName}! We'd love to hear your feedback on your latest order. Tell us how we did (or show us): {YotpoProductReviewUrl}. Reply STOP to opt out.

Launch a Successful Campaign in Times of World Crisis

One of the questions that anybody dealing with marketing and sales has to answer on a daily basis is “How frequent should my campaigns be?”

The truth is there is no universal rule to determine how often a business should connect with their customers.

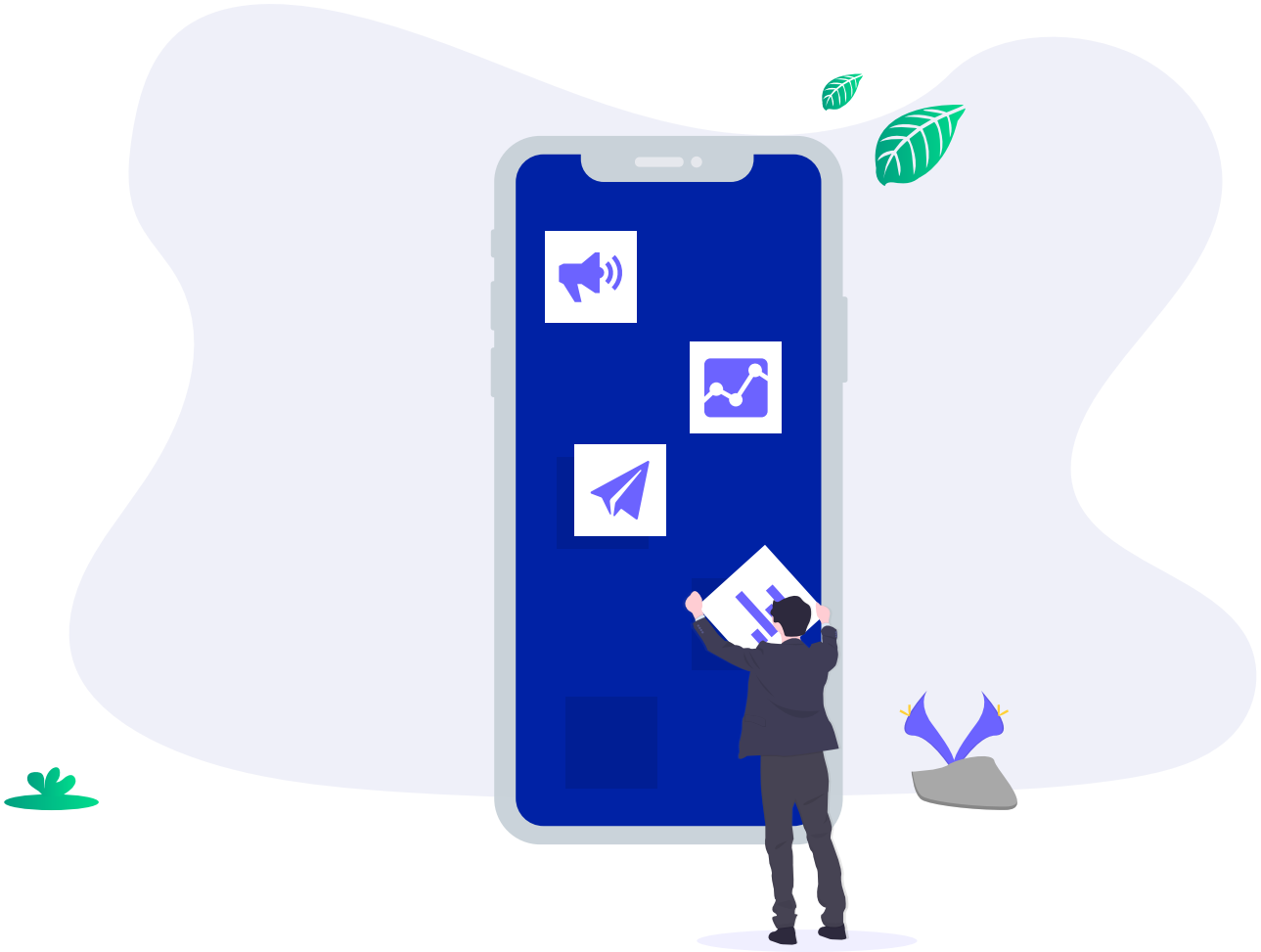
However, there are certain guidelines that apply in extraordinary situations, like the current one. With the COVID-19 quarantine, shopping traditions have shifted and so have customer interests and needs. Not knowing how long this will last, naturally people have restricted themselves from binge-buying, and are only looking to spend on what they **really** need (and buy a lot of it).

Also, this #stayhome status quo has brought people closer to one another... and to their favorite devices - TV, computers, e-readers and let’s not forget the star of the show - **their phones**. What this means is that if before there was a chance they might miss your monthly SMS update, this time the odds of this happening are much slimmer, as users spend even more time on their phones than before the quarantine.

These tendencies have led us to suggest that when it comes to promotional and big-retail-day campaigns, only text customers when you **really** have something to say, something good to give, or something important to update them on. In general, this would mean **once a month, at the most twice** if you are campaigning for a big holiday.

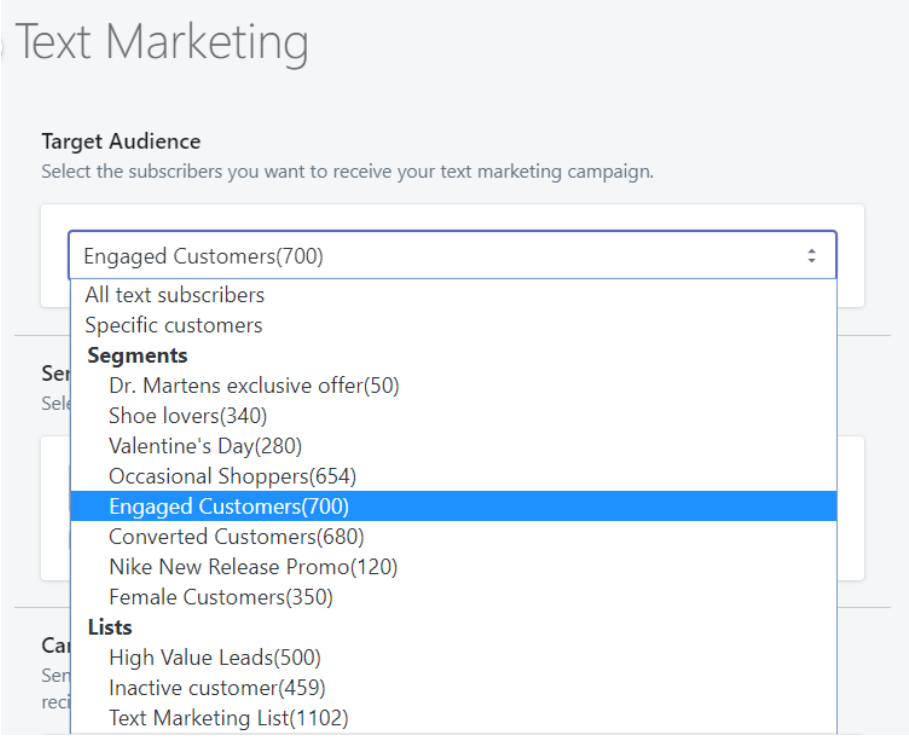
Don’t worry - this doesn’t mean they will forget you. Rather, they will appreciate that you are not bothering them with pushy offers and aggressive campaigning, but are giving them time to assess the situation, their budget and make an informed decision whether they need your product at this very moment, or not.

Now let’s take a look at how to create an A-grade text marketing campaign from scratch.

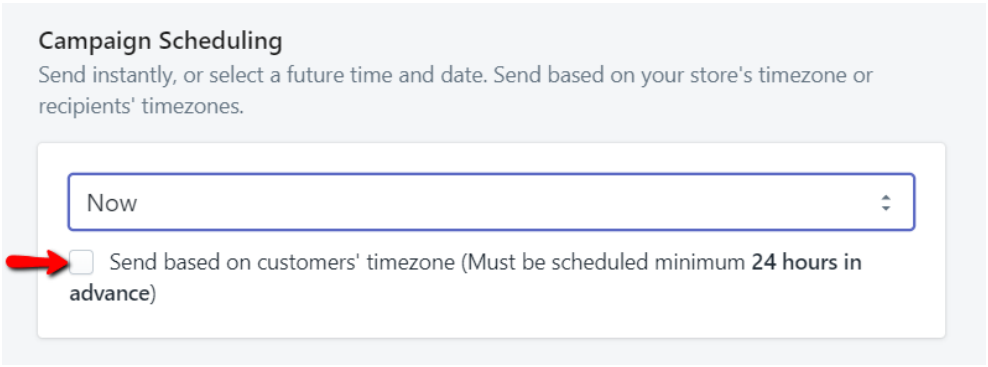


SMSBump Text Marketing: The Basics

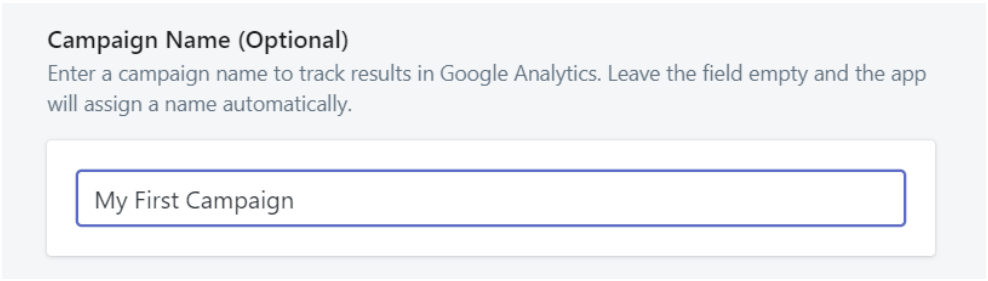
To set up your SMS marketing campaign, go to **Text Marketing** in your SMSBump account. The first thing you have to do is **decide on your target audience**. This could be all of your subscribers, a certain list, or a specific segment you created just for the purpose of this campaign.



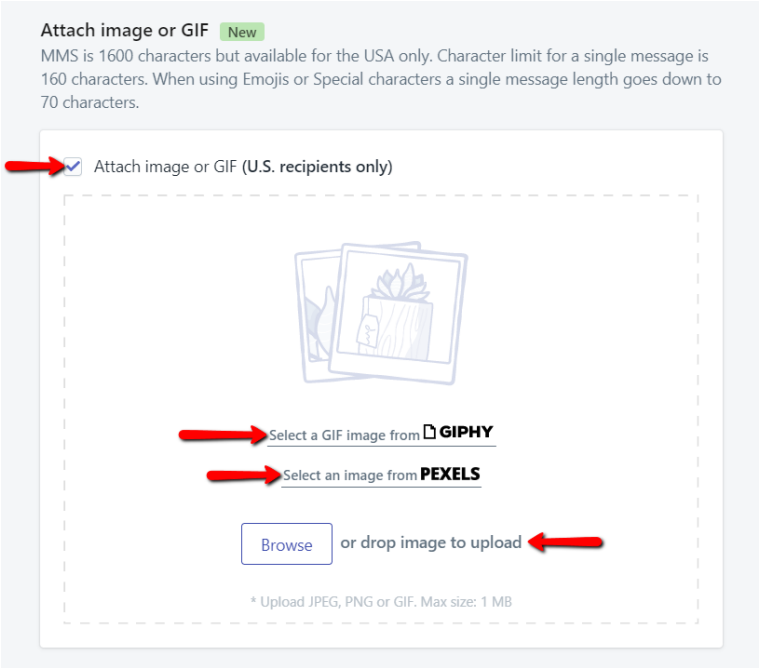
Next up is **scheduling** your campaign in case you don't want it to fire right away. You can time your campaign to launch well into the future, or in the next several minutes. Another cool capability is **sending it based on your customer's timezone,** which ensures those who are in a different timezone than yours won't be bothered by your text message in the middle of the night. Just remember: in order to do this, you need to configure it at least 24 hours prior to launching.



After that, you can choose to **give your campaign a memorable name**, which will make it easy for you to track results in our Analytics.



Give your message a little color by adding an image from our partners at Pexels, a GIF from GIPHY, or even upload your own custom-made visual. This will make your message pop and will grab your customers' attention.



And finally we get to the really cool and fun part - **putting together the copy of your text message.**

Besides exciting, this part, especially at the moment, is the one which retailers should be most cautious about. In light of the world crisis, marketing messaging has changed too. With people feeling more and more pressed to the wall (financially and otherwise) the psychological tricks that we are used to applying in our text messages (such as urgency, fear of missing out, time-limited offers etc.) now might not be as effective as usual.

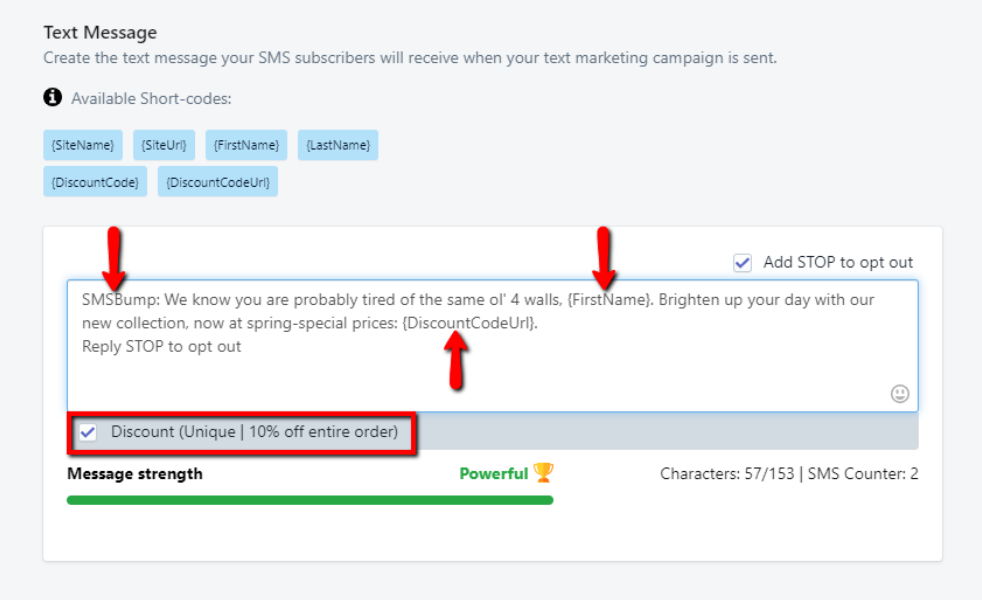
Instead, if you want to truly win your customers' hearts, try to be as down-to-earth as possible. Be understanding, show compassion, let them know you are here because you want them to have the best experience, but aren't driven by profit expectations. And in the meantime, you can gently introduce them to your newest collection, or give them some special treats just for supporting your small business in these hard times. Appeal to them on a basic human level; after all, for the first time in a long while, we are all in this together. Quite literally.

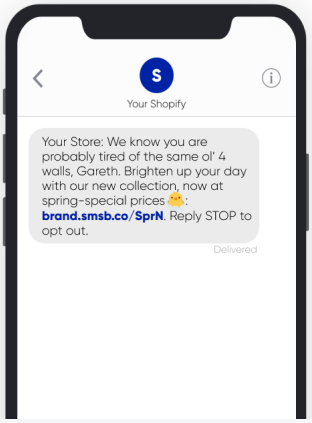
Speaking of, personalized text messages are one way to achieve just that. Turn to your customer by their **first name**, make them feel welcomed and as if they are talking to a real store associate. At this point, they probably miss even the annoying store clerks.

Don't forget: for any branded text message, it is key to include your **store name** so customers would know who is texting them from the very first second they get it. This also helps create **brand recognition**, a crucial factor, especially when it comes to smaller businesses.

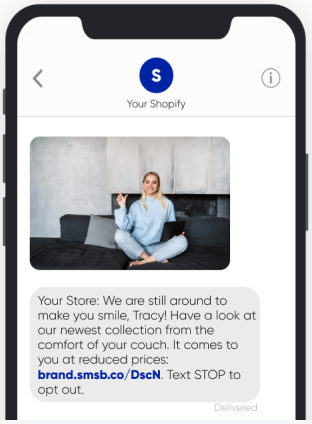
As we already said, both of these you can easily add using our dynamic short codes.

To make your text even more appealing, include a **link with an offer**, which will take them straight to it. Remember: don't sound pushy with your deal, simply make it known that the discount is there for them if they want it.

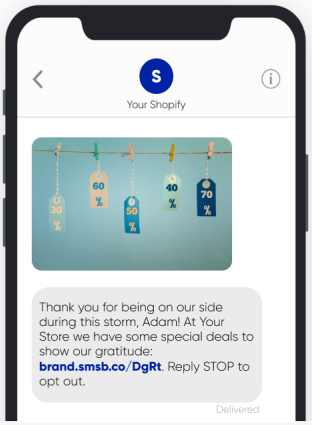




{SiteName}: We know you are probably tired of the same ol' 4 walls, {FirstName}. Brighten up your day with our new collection, now at special prices: {DiscountCodeURL}. Reply STOP to opt out.

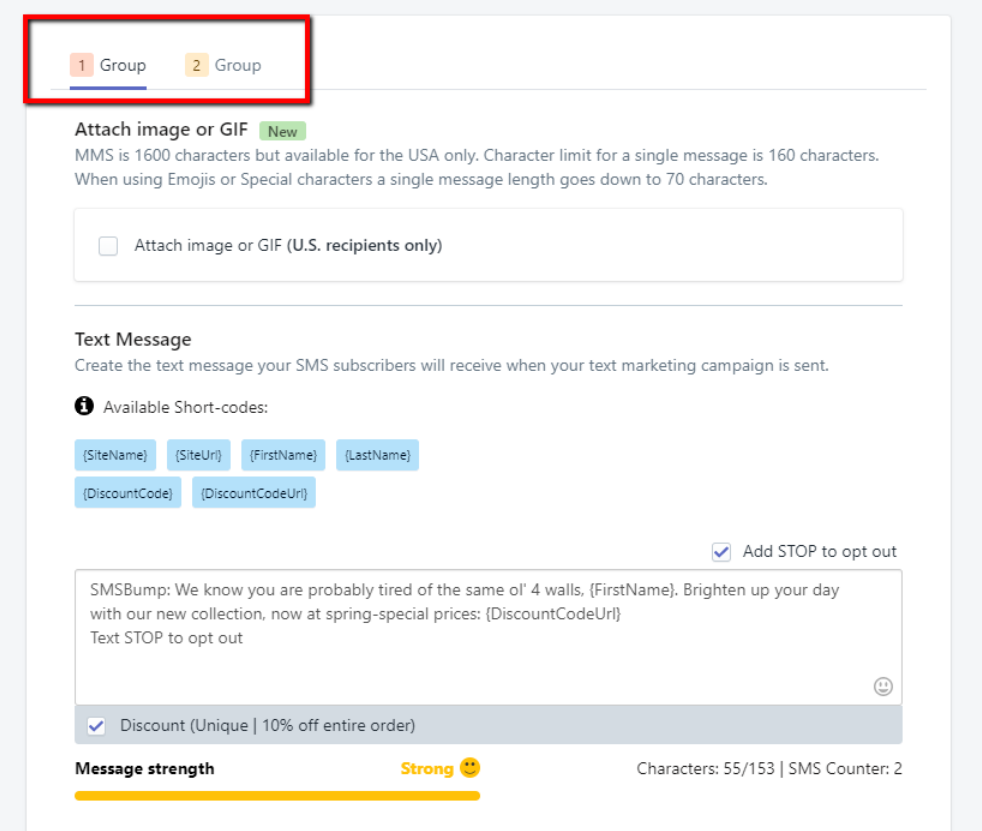


{SiteName}: We are still around to make you smile, {FirstName}! Have a look at our newest collection from the comfort of your couch. It comes to you at reduced prices: {DiscountCodeURL}. Text STOP to opt out.



Thank you for being on our side during this storm, {FirstName}! At {SiteName} we have some special deals to show our gratitude: {DiscountCodeURL}. Reply STOP to opt out.

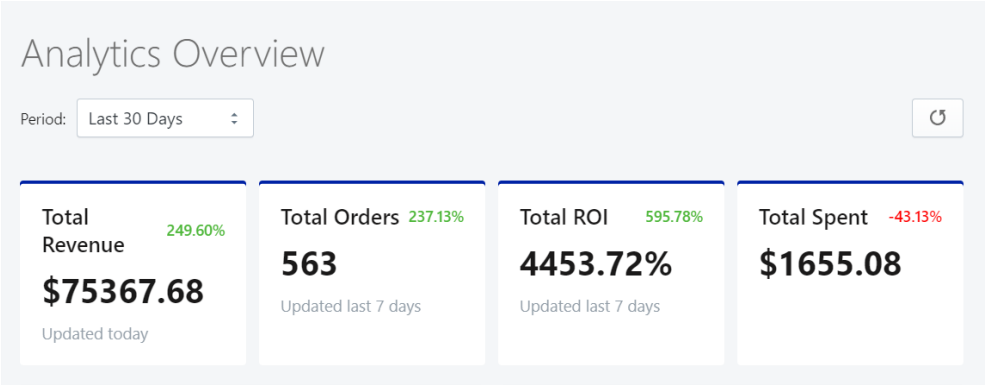
Since there are many ways you can go about your text marketing at the present time, if you are not sure which route to take, try using one of SMSBump's most robust features. **A/B testing** will help you determine the most successful message. You can do numerous tests, with as many as 5 text messages. They will be split and sent to a part of your customers and then the winning message will be sent to the rest of your subscribers, ensuring they will only get your top-performing text.



This tool can help small businesses minimize costs and maximize effectiveness - both essential for any store to stay up-and-running, despite the present-day hardship. Check out how to use it to its fullest potential.

Tracking Performance

The last step small businesses should take on their path to SMS marketing success is learn how to use Analytics to build better and better campaigns.



There are certain parameters that are of top-priority when it comes to analyzing data.

Campaign Success Indicators

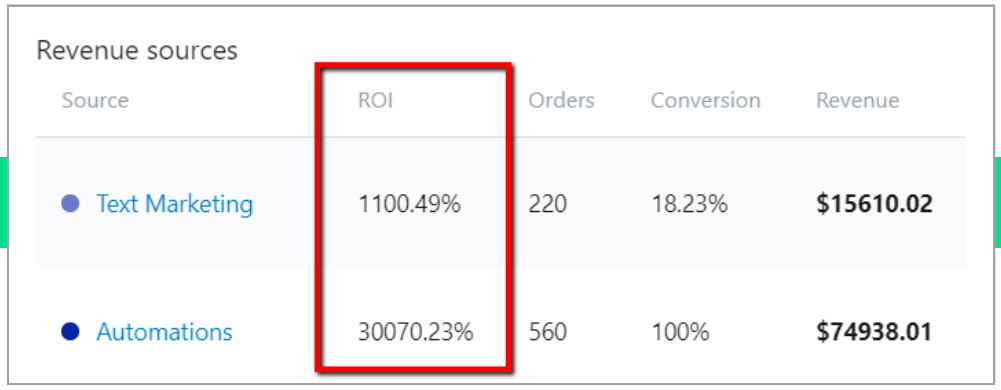
What are some of your best-selling items? Or your most successful campaign overall? How many people clicked on the link you included? How many actually resulted in a purchase?

All this data is essential for the development of any business as it shows you one important thing: is what you are doing with your text marketing right, or should you improve

Let's look at the three key parameters that distinguish a successful campaign from a not-so-successful one.

ROI

In simple terms, return on investment (ROI) is the ratio between the profit you made with SMS marketing (excluding the cost of the messages) divided by the money you spend on those messages. As a metric, ROI is used to evaluate the efficiency of a certain investment.



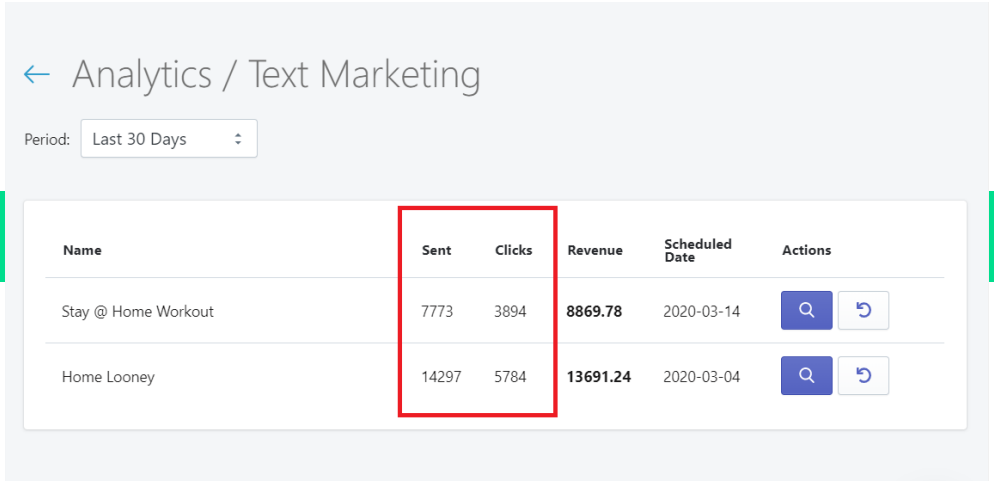
Revenue sources

Source	ROI	Orders	Conversion	Revenue
Text Marketing	1100.49%	220	18.23%	**$15610.02**
Automations	30070.23%	560	100%	**$74938.01**

In even simpler terms: the higher your campaign ROI, the better investment you've made.

Click-through rate

Your click-through rate is the ratio between how many clicks your links got compared to the total number of links you sent out.



← Analytics / Text Marketing

Period: Last 30 Days

Name	Sent	Clicks	Revenue	Scheduled Date	Actions
Stay @ Home Workout	7773	3894	**8869.78**	2020-03-14	
Home Looney	14297	5784	**13691.24**	2020-03-04	

Click-through rates show something very important: how appealing your SMS was to your customers. For instance, if you have high click-through rates, but not a whole lot of those converted to purchases, then you should take a look at your website, check-out process etc. If, on the other hand, your click-through rates aren't as good as you'd want them to be, try and work out a better copy for your text message, provide a more appealing offer, or personalize your deal based on your customers' last purchases.

Conversion rate

Whereas click-through rates measure the number of clicks, your conversion rate measures the total number of purchases out of the total number of link clicks. This is a crucial metric, to say the least, as it shows you exactly how your store is doing in terms of product selection, user experience, the relevance of your offers etc.

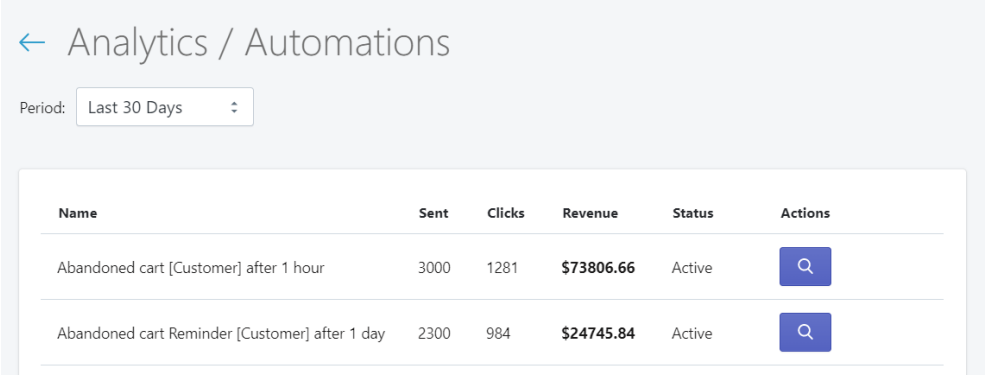
Revenue sources

Source	ROI	Orders	Conversion	Revenue
Text Marketing	110.49%	120	28.96%	**15610.02**
Automations	30070.23%	560	100%	**$74938.01**
Flows	200.78%	275	22.45%	**9453.85.00**

In case you have very good CTRs but your conversion is very low, this means that many people click on your link but do not make a purchase. In such cases you need to review your site - is it mobile-friendly, are the shipping costs too high, or maybe the checkout process is too tedious.

Automations Revenue

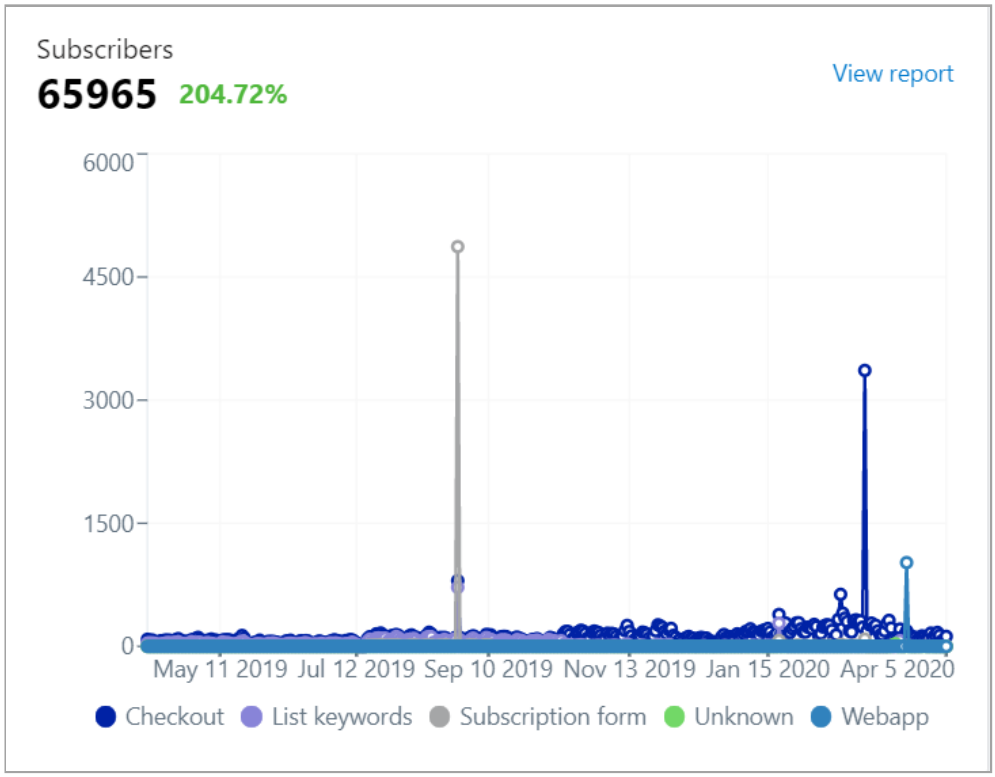
Your automations are one of your main streams of income. The automations revenue calculates the total amount of revenue you accumulated from successfully recovered abandoned carts.



Keeping them in check is especially important when you have more than one abandoned cart reminder enabled. This way you will be able to see which of them is the most effective at recovering carts - is it your 5-minute, 1-hour or 1-day one? It's essential to know this just in case one of them is converting most of your abandoned checkouts, while another is lagging behind. It will help you plan your recovery strategies better and ultimately - allocate your finances better.

Top Subscription Forms

Where do most of your subscribers come from? If you have several subscription methods enabled, it is good to keep an eye on which one brings in the most subscribers, especially if you are just now starting off. Those you should focus most of your time, energy, and resources on. Play around with them - the design and copy, their timing and where do they display, to make them interactive and ensure maximum visibility. And watch your subscribers grow!



Top Customers

In the revamped SMSBump Analytics you are able to always know who your top customers are. Top customers are the clients that have converted most from your text marketing campaigns, accumulating the most revenue.

They are important for a number of reasons, especially if you have some repeating names - those are your loyal customers and are crucial for any business. Having this information can help plan your campaigns well in advance and treat your most active customers to special offers and gifts.

Not to mention that these shoppers can easily turn into true brand advocates and help you spread the word about your brand to their family, friends and community. Like we said before - social proof means the world to small businesses and is one of the most effective marketing tactics.

And now it is time to put all this knowledge into action.

Following these simple steps will help you engage with your customers better and increase your sales:

- **Enable Growth tools**
  - [ ] Activate the subscription at checkout
  - [ ] Add a pop-up to your site
  - [ ] Leverage your social media channels/email list to grow subscribers via shareable subscribe link

- **Automate your SMS retention and recovery campaigns**
  - [ ] New order updates
  - [ ] Shipping updates
  - [ ] Abandoned cart reminders
  - [ ] Order review requests

- **Text like a PRO!**
  - [ ] Send 1-2 campaigns a month
  - [ ] Always add your brand name and the name of your subscribers
  - [ ] Use personalized discounts
  - [ ] Add STOP to opt out
  - [ ] Test campaigns via the A/B testing feature

- **Track performance**
  - [ ] Measure the success of your campaigns via ROI, CTR and conversion rates
  - [ ] Track the revenue recovered via automations
  - [ ] Compare how effective your subscription methods are
  - [ ] Keep an eye on your top customers