Getting Started
with SMS

Introduction

"A journey of a thousand conversions, begins with a single SMS"

Modern-era Lao Tzu

You are either here because you are interested in SMS marketing, or you really need to start rationalizing your free time online :)

Whichever it is - **Welcome!**

Our Getting Started guide is here to set the basics for you when it comes to the new and game changing SMS wave in eCommerce.

We will address the fundamentals of text messaging, starting from building your audience, going through setting your SMS marketing on autopilot, all the way to a step-by-step tutorial on drafting your first campaign.

In the process you will also learn how to organize your subscribers into lists and use our wide variety of segmentation filters to send tailored messages and provide your audience with a highly personalized experience.

Expect plenty of valuable information, expert tips & tricks, and lots of ready-to-use SMS templates to inspire you for your first text marketing campaign.
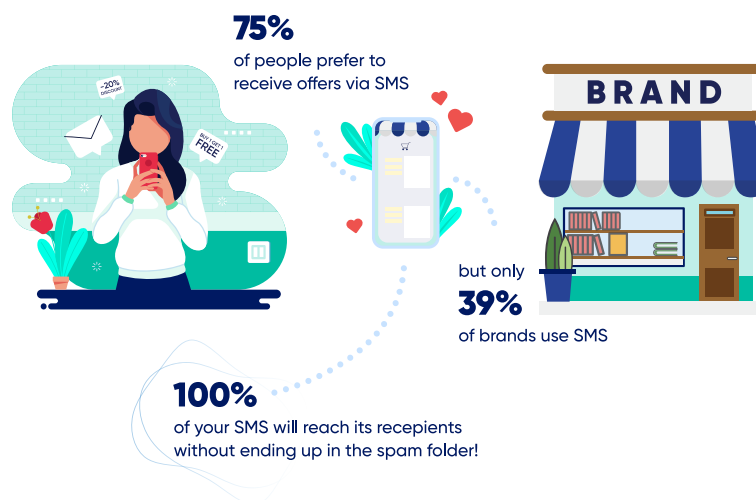
Time to start texting!
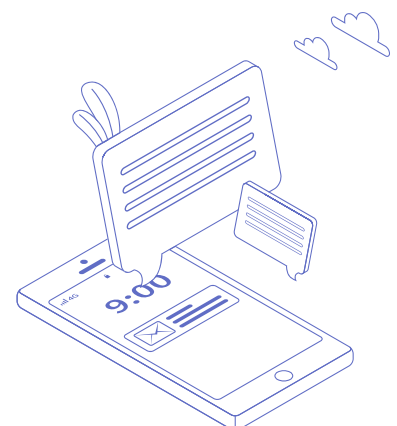
Why is a single SMS so effective

Text messages are **short, direct** and have **sky-high open rates of up to 98%!** They are delivered within seconds and **do not require internet connection.** Basically there is **no "spam folder"**, so your message won't get lost among others.

90% of people **open their text messages within 3 minutes of receiving** (22% for email and 12% for Facebook publications) and can also **read them without even unlocking their phones.**

By 2021 over half of all eCommerce sales will happen on mobile. It's easy to understand why – the simplicity, brevity and high personalization of a single SMS do wonders for maintaining the relationship with customers.

How many people want to receive marketing offers via SMS

75%
of people prefer to receive offers via SMS

BRAND

but only
39%
of brands use SMS

100%
of your SMS will reach its recepients without ending up in the spam folder!

SMS can be used for a wide variety of marketing activities - all depending on your brand goal and strategy. There is a perfect text message for everything – it is that **versatile!** And the best part is that it is still an **uncluttered channel,** giving merchants the perfect opportunity to stand out from the crowd in a very unique way. All these characteristics turn SMS into one of the most effective communication channels and a profitable revenue stream.

If you still haven't started using SMS marketing, you are missing out on A LOT.

Start Collecting Phone Numbers

Before you start sending out SMS campaigns, you need to put together a list of text marketing subscribers - people who have agreed to receive promotional text messages from you.

You can either collect new subscribers or reach out to our support team in case you want to migrate from another service. Both options require complying with all legal requirements.

What are the **most important aspects** of compliance when it comes to text marketing:

1. Always ask for permission to opt-in: you should send messages only to people who have given their explicit consent for this. Explain that if people leave their phone number, they are agreeing to receiving text messages from you.

2. Always give an opt-out option: present your subscribers with a clear and visible way to unsubscribe. SMSBump marketing messages won't be sent if they don't contain that option. Keep in mind that in case someone contacts you in a different way (per email or phone) and requests to unsubscribe, you need to do so manually.

While these two rules are an absolute MUST for any brand looking to use SMS marketing, there are additional requirements that are just as important for you to follow. We recommend you carefully go through our TCPA compliance guide if you plan to sell in the US or Canada, and the GDPR compliance document if you run an international store.

Now that you are aware of the importance of following all compliance guidelines, let's start thinking about your subscribers - the audience for your text marketing campaigns. Keep in mind that not all your customers (people who have made a purchase from you) will automatically be added to your list of subscribers, and vice versa.

However, customers are one step closer to becoming your subscribers, opposed to general site visitors. Given that, the first thing for you to do is try and turn your audiences from other marketing channels (email, social media etc.) **into text marketing subscribers.**

There are plenty of ways to achieve this using SMSBump's growth tools, so let's get started!

At Checkout

The easiest and most natural way to start collecting subscribers is right at the checkout section of your online store.

The reason why this has proven to be extremely effective is that **at the moment of purchase your customers are most likely to agree** to sign up for text marketing updates from you. They've already got familiar with your store and your products, have found something that interested them and perhaps would want to start receiving updates from your brand. On average, over 45% of your customers that have come this far in their shopping journey will agree to receive marketing updates from you. Modify your checkout to make sure you convert them into SMS subscribers.

Joe's Kicks

Information > Shipping > Payment

Contact information

Email or mobile phone number

☐ Keep me up to date on news and exclusive offers

With Subscription Forms

Subscription forms are among the most popular features used by our merchants, as they can easily help you turn one-time visitors into subscribers. Forms are **easy to set up,** responsive, **highly effective** and a crucial part of every brand's efforts to grow its list of subscribers. Furthermore, they are a true **attention-grabber,** they **allow for a quick opt-in** while visitors are still scrolling, and are **highly customizable** - to match the tone and voice of your brand.

If you want to create a truly **memorable** subscription form, make sure you use a **captivating headline,** an **appealing offer** and a **clear call to action.** Keep the **copy brief** and combine it with an **engaging visual.**

The subscription forms will be displayed on your website at a time and place that you configure. When visitors fill in their phone numbers and hit the Subscribe button, they will be **automatically added** to a list of your choosing so you can easily target them later on. At SMSBump we offer three types of forms:

**Floating Button:** displayed at the bottom of your website and expands upon click.

Pop-up: appears at the center of the page (if on a computer) and at the bottom (if on a mobile device).

Embed Form: copy the embeddable form code and paste it in your theme files to display on any page you like.

We explain how to build your form from scratch in our video tutorial below.
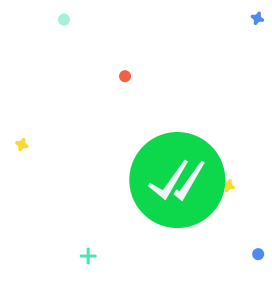
Growing SMS Subscribers
Step 2: Build a **Signup Form**
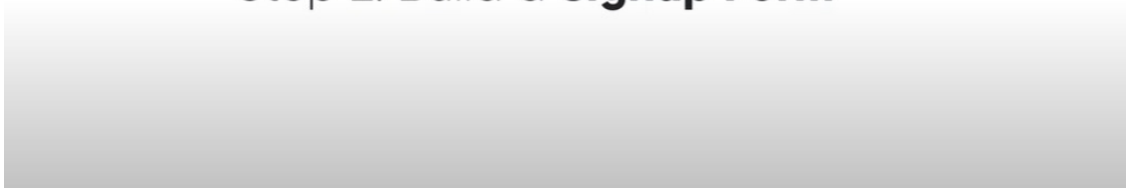
Another great option is to use some of your favorite popup tools to collect SMS subscribers, such as JustUno, Privy or Optimonk – all integrated with SMSBump for amazing added benefits.

SMSBump subscription forms come with many useful features allowing you to easily collect subscribers compliantly through your website. This will help grow your audience and improve the effectiveness of your future marketing campaigns.

With Shareable Subscribe Link

The shareable subscribe link is the perfect tool for those of you who like to get creative and communicate with potential customers on a wide variety of media. Use it to leverage your other marketing channels and grow your list of SMS subscribers.

With SMSBump you can **generate a special subscriber collecting URL** that will be linked to one of your lists. All your followers need to do is click on the link to sign up for your future text marketing campaigns.

Consider using a shareable subscribe link especially if you are a brand with a strong social media presence. Add it to your bio or include it in your **Instagram** stories. If you are active on **Twitter** or if you prefer **Facebook** giveaways, use it and see the count of your subscribers surge.

Pro tip: for best results you can engage few influencers and use their reach and audience to your benefit.
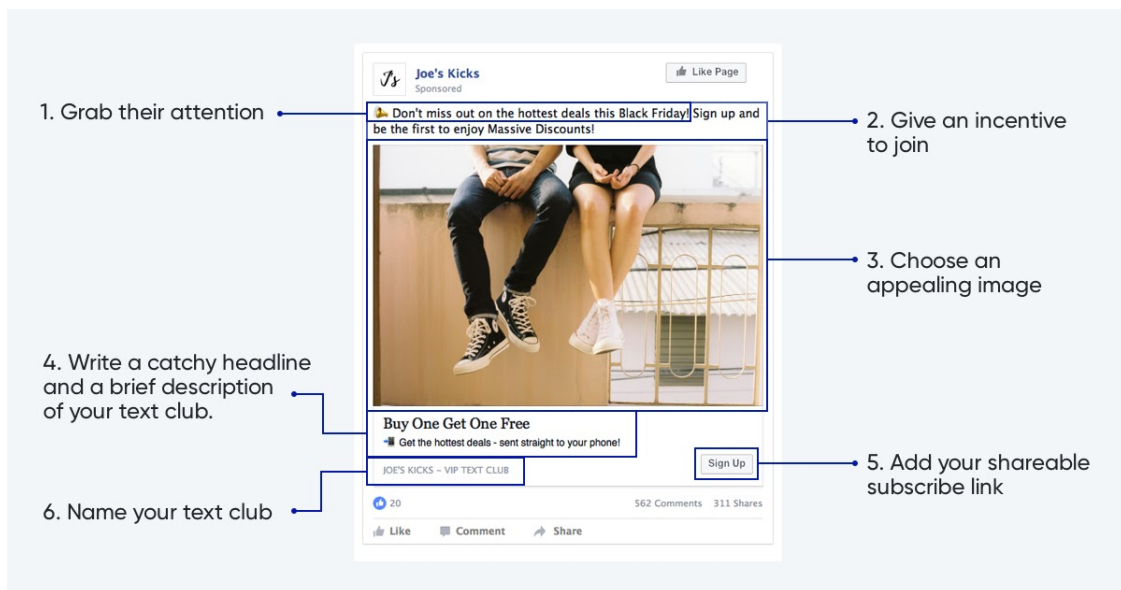
And in case you have a big **email** list, you can easily launch a funny and creative campaign, enticing your audience to join your text club, and have access to great deals, sent straight to their phones.

Sounds cool, right? Setting it up is just as easy - just follow these 5 simple steps. Spread the news across social media or via email and urge people to subscribe to your text marketing!

With Omnichannel Subscription Tools

Leveraging your store and social media to grow your subscribers is effective. However, if you are to build a versatile and engaged audience, you would need to explore additional channels and tools. This is why we developed a **wide range of subscription methods** that would speak to different customers, at the different points of their customer journey.

Keywords are short, memorable and very [easy to set up.](#) You can use **them to collect subscribers across multiple marketing channels:** as part of Facebook ads, Instagram stories, or include them in email campaigns, or even print materials. All shoppers need to do to subscribe is text you that keyword, and they will become part of your text marketing list!

QR codes are making a huge comeback and are perfect for brands that want to **expand their subscribers base using offline media channels.** You can include [QR codes](#) in print media or as posters at store windows in shopping malls, billboards and more. For best results, use them with incentive-based campaigns, such as a giveaway or an early access to a new collection, to draw even more attention. The only thing your prospects need to do is scan the code and soon they will enjoy your sweet offers, sent straight to their phones.

Collecting subscribers is the first step on your way to becoming a successful text marketer. Use our diverse tools to grow and nurture your audience across different channels and platforms. Convert opt-ins everywhere: whether at checkout, through a pop-up on your website, via keywords, and so on! The more subscribers you have, the more people you can reach with your text marketing campaigns.

Automations

An automation is a custom text message, triggered by a certain event. For example, every time a new subscriber joins your list, they will instantly receive a personalized and thoughtful welcome message from your store. Sounds good, doesn't it?

Automations are very powerful tools that boost the total performance of your online store. They will work in the background, on schedules and terms set by you, ensuring you won't miss an opportunity to make additional sales and establish meaningful relationships with your customers, even when you are not looking.

Recommended Automations

To give you a better understanding of the process, let's review some of the automations, most commonly used by our merchants.

In order to make your start with SMS Marketing even smoother, we provide you with **9 pre-set automations** based on the best practices in the industry. They all come with ready-made templates and can be easily activated with just a toggle!
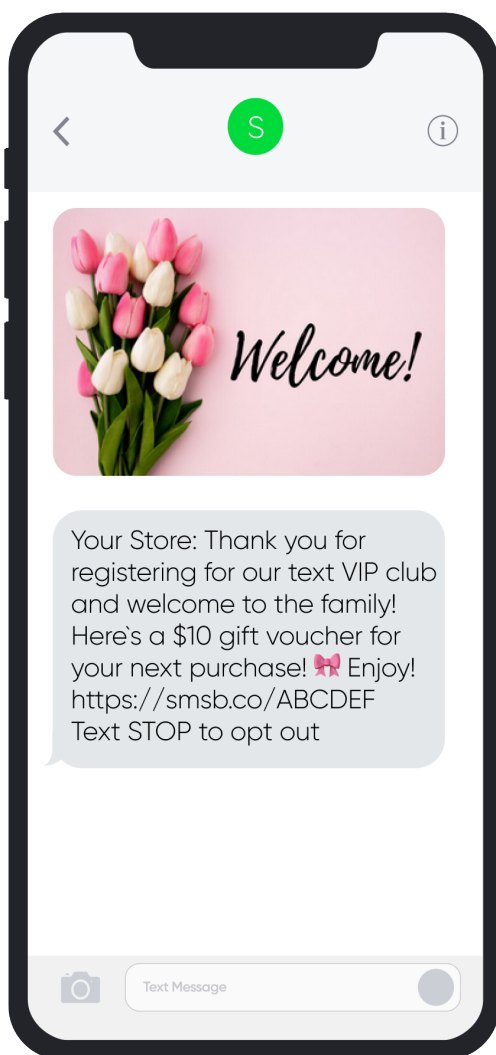
✅ Customer Welcome Message

They say you never get a second chance to make a first impression.

Same applies to your subscribers - greet your new subscribers and make them feel appreciated with a simple (but hearthwarming) welcome message. It's up to you to choose if it is going to be just a **warm greeting** or it will include a small incentive too. Remember - happy customers are always easier to sell to :)

Your Store: Thank you for registering for our text VIP club and welcome to the family! Here's a $10 gift voucher for your next purchase! 🎀 Enjoy! https://smsb.co/ABCDEF Text STOP to opt out

Benefits:

- Quickest way to make conversions: turn new subscribers into customers with a single text message.
- Contacting shoppers as soon as they subscribe, increases the likelihood of them making a purchase right away.

Tips for best results:

- Start with a warm greeting.
- Add a small incentive in the form of a gift voucher or a discount with the first purchase, and a link to the product page on your website.
- Schedule the message to be sent out right after a visitor becomes a subscriber (without a delay).

How to set it up:

Dashboard → Automations → Select **Customer Welcome Message** from the list of selected automations.

💡 **Key Takeaway:** Setting up a Welcome Automation is the perfect way to make sure your new subscribers will get the proper attention and care. By adding a small incentive you'll have an even greater chance at a purchase right off the bat. The greatest benefit of an automated welcome message is its perfect timing: it will engage with your subscribers while they are still on your website and with the right nudge will ultimately lead to increased conversion rates. Small effort + investment in the form of a simple text message = big rewards!

How to launch a customer welcome message   **Read More**

Abandoned Cart Reminder

The year is 2020 and eCommerce stores still struggle with ridiculously high levels of abandoned carts. According to research, the average percentage of abandoned carts in 2019 was 77.13%, or in other words **¾ of people choose to leave the store without finishing their purchase!**

While the reasons behind this are many, the top 3 most common are **high shipping costs** (50%), **requirement to create accounts** (28%), **too long or too complicated checkout process** (21%). The good news is that if addressed properly, this problem could turn into a massive opportunity: for example, using a small incentive, such as free shipping, might make people come back to your store and hit the purchase button. With the help of this automation merchants can turn abandoned carts into completed orders with a simple text message.

Abandoned cart automations allow you to contact subscribers a certain period of time after they have left their shopping cart. Shoppers will be taken back to where they left off, making it super easy and convenient for them to finish the purchase. As nowadays people have lots of distractions around them, your customers will greatly appreciate the small reminder and will come back - ready to complete their order.
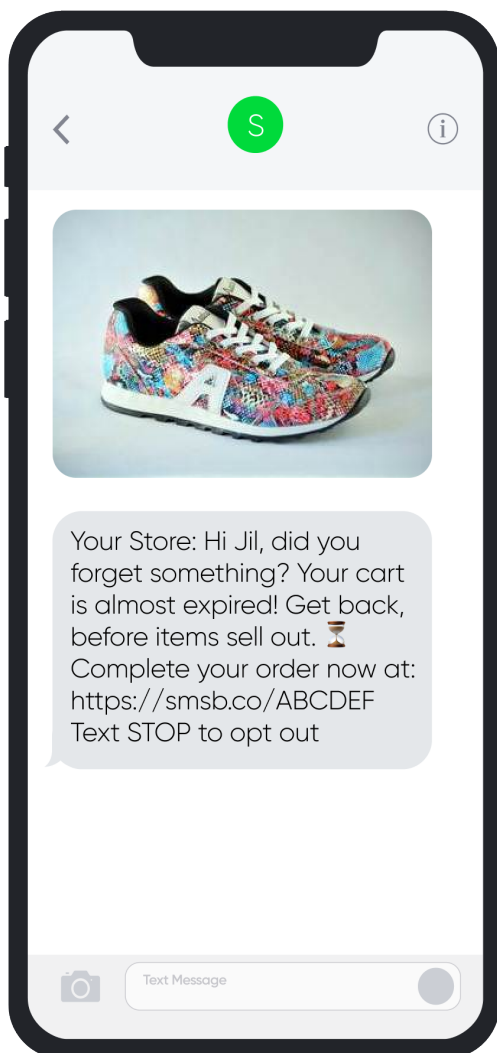
Benefits:

- Extending a sweet offer to your customers a few minutes after they abandon their cart increases your chances of recovering more sales.
- Our merchants report incomparable ROI when using abandoned cart SMS automations.

Tips for best results:

- Contact customers shortly after a cart is abandoned: a delay of 30 minutes or 1 hour works like a charm.
- Use your brand name, so customers know where this offer is coming from.
- Add a visual of the products in the cart (U.S. recipients only).
- Add an incentive in the form of a personal discount or free shipping, and embed it into the abandoned cart URL, so it automatically applies.

How to set it up:

Dashboard → Automations → Select **Abandoned cart reminder - 30 mins delay** or **Abandoned cart reminder - 1 day delay** from the list of selected automations.

💡 **Key Takeaway:** Figuring out the best combination of timing, offer and copy when it comes to recovering abandoned carts with SMS automations, will help you recover lost purchases.

How to launch an abandoned cart reminder — Read More

✓✓ Customer Winback

Did you know it costs a lot less to sell to existing customers than try and convert new ones - between 5% and 25% actually... and that's why retention tactics are a key element of every marketing strategy.

Selling to existing customers, even when they`ve been inactive for a while, is easier because they have already interacted with your brand once, and might just need a small push, like a simple text message, to come back to your store and purchase again.

By enabling the Customer Winback Automation you can easily reach all customers who haven't purchased anything from your Shopify store in a while. The automation will work in the background of your store to try and reactivate churned customers.
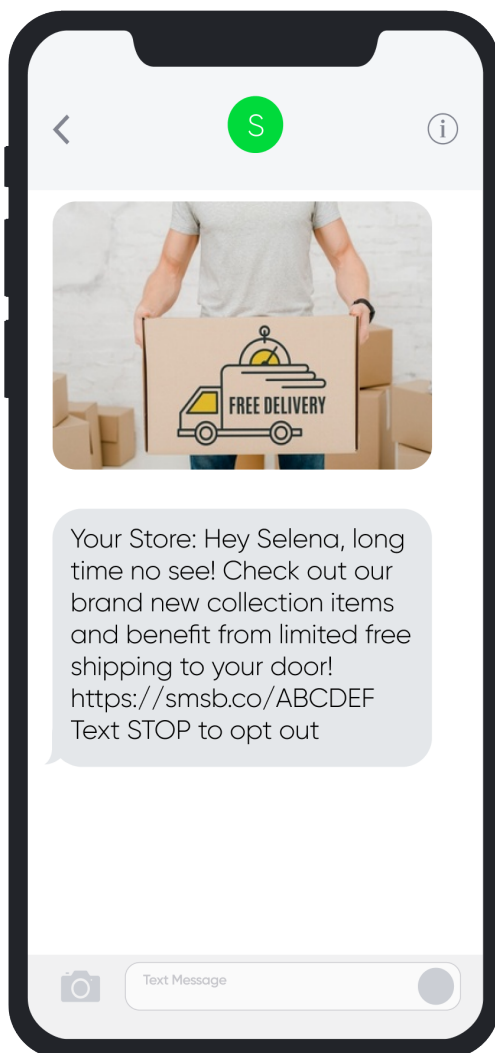
Benefits:

- Retargeting inactive customers is easy and costs less compared to acquisitions.
- Higher chance of conversion as these customers already know your store, have shown interest and trust to purchase from you.
- Increase sales and customer lifetime value (CLV).

Tips for best results:

- Set 2 winback automations: to target customers who haven't purchased in 30 and in 60 days.
- Offer an incentive in the form of a personal discount or free shipping.
- Add a sense of urgency to it - "limited-time offer", "only in the next 48 hours" etc.
- Contact them for a good reason: it could be your brand new collection, holiday-themed campaign or something else that will be intriguing enough for them to come back.

S

FREE DELIVERY

Your Store: Hey Selena, long time no see! Check out our brand new collection items and benefit from limited free shipping to your door! https://smsb.co/ABCDEF Text STOP to opt out

How to set it up:

Dashboard → Automations → Select **Customer winback** from the list of selected automations.

💡 **Key Takeaway:** Winning back your customers is essential for the sustainability of your business. Even small efforts will lead to amazing results and significant increase in customer lifetime value.
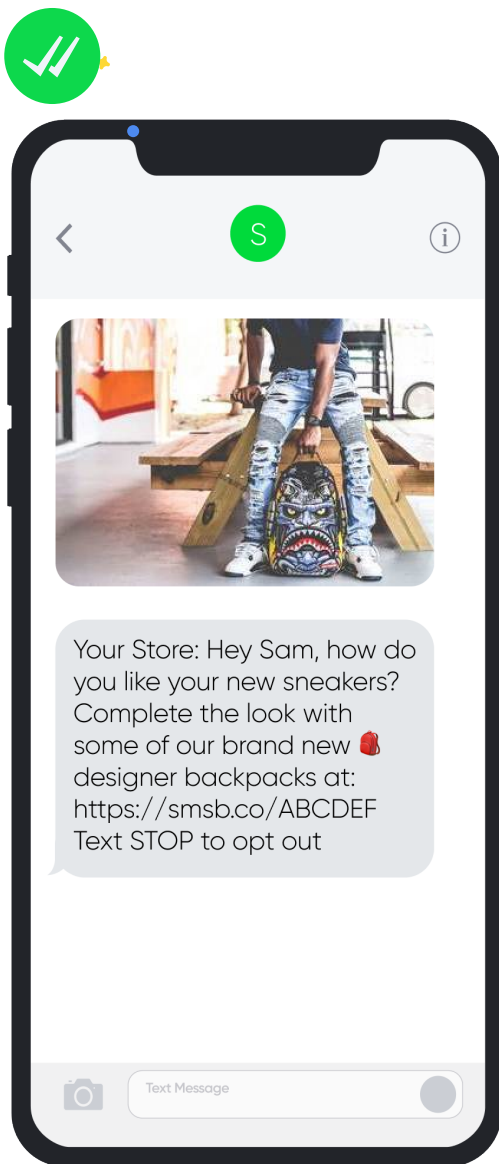
How to launch customer winback automation   **Read More**

Product Cross-sell

So let's say a customer has just made their first order from your store. Congratulations! Use the momentum and aim for an additional sale.

With the help of our Product Cross-sell automation you can immediately reach out to a shopper after they've made a purchase, and entice them with a new offer or a nice addition to their purchase. For example, someone has just purchased a new purse from your store. Why not offer matching shoes or a fancy bracelet to go along with their new bag?

Your Store: Hey Sam, how do you like your new sneakers? Complete the look with some of our brand new 🎒 designer backpacks at: https://smsb.co/ABCDEF Text STOP to opt out

Benefits:

- With a single text message, you thank customers for their purchase, and at the same time - extend another offer.
- Get customers to buy more while they are in a shopping mood.
- Boost customer lifetime value and loyalty.

Tips for best results:

- Make sure you are offering products that complete or simply go well with the product that your customer just ordered.
- Make a special offer on the item you are looking to upsell, such as a personal discount.
- Drive urgency with wording such as: "limited time offer", "only in the next 48 hours" etc.
- Use the Product Grid, so the customer sees the product being recommended to them.

How to set it up:

Dashboard → Automations → Select **Product Cross-sell** from the list of selected automations. Don't forget to set up which product recommendations to be displayed when a particular product is bought.

💡 **Key Takeaway:** Product Cross-sell automations allow merchants to boost sales by offering complementary items to their customers. For best results try to keep the suggestions relevant to their previous purchase.

How to launch product cross-sell automation **Read More**

Few other sample automations sequences and what are they used for:

- **New Order Confirmation** - quickly confirm the purchase and send order ID with a text message to let your customers know they have successfully placed an order from your store.

- **Shipping Confirmation** - inform your customers right away when their order has been shipped, sending them a tracking ID and a link to check the status of their order.

- **Order Delivered Feedback** - show customers you care about them beyond the sale. Reach back a couple of days after the purchase has arrived to ask about their experience and let them know they can get in touch if any questions come up.

- **Cash on Delivery Confirmation** - an SMS automation sent to the customers to confirm an order, placed with the Cash on Delivery payment option.

How to set Automations in SMSBump

At this point you already know the main types of automations SMSBump has to offer and their key benefits.

But activating some of our pre-set automations is just one way of doing things. You could also start building your own automation where you'll be able to choose from a wider list of options - all depending on your goals.

Here is how to create your first automation.

Main Ingredients

1. SMS Automation Name: type a memorable name - just as a short reminder what this automation is for. It will also help you later if you want to track its performance.

2. Automation Type: choose the type of automation you would like to set up. All options are listed in a drop-down menu, accessible with the arrows in the right part of the section. In case you have active integrations, additional automation triggers will be visible in this section.

3. Recipient: select who will receive the automated messages. Choose **Admin** if you would like to see for yourself the final look of the text message, and **Customer**, if you want for your customers to receive this message.

4. Delay: set the timing of your text messages: they can either be delayed by a few minutes, hours or days, or get sent straight away. The latter is especially useful when you want to send a welcome message to a new subscriber, or confirm an order a customer just made.

Delay

Set the timing of your text messages. Use Minutes, Hours, and Days to set the sending delay of messages. Disabling the delay will trigger your messages instantly.

Disabled

5. Attach image or GIF: This option allows you to add an image or GIF to your text message and turn it into an MMS. Currently it is available only for U.S. recipients. But worry not: if you send an MMS marketing campaign, we will automatically convert it to SMS for the rest of the world. You can upload an image from your device or choose from the built-in Pexels and GIPHY media gallery. Adding a suitable visual or an appealing product image to your text message will boost its effectiveness and ultimately lead to more engagement and conversions.
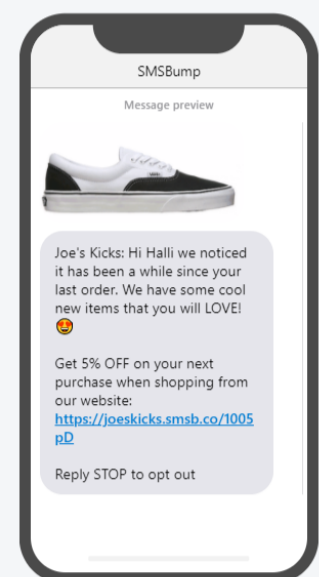
Attach image or GIF New

MMS is 1600 characters but available for the USA only. Character limit for a single message is 160 characters. When using Emojis or Special characters a single message length goes down to 70 characters.

☑ Attach image or GIF (U.S. recipients only)

ed1e409ddad764da02da1263fe083648.gif
image/gif

SMSBump

Message preview

Joe's Kicks: Hi Halli we noticed it has been a while since your last order. We have some cool new items that you will LOVE! 🤩

Get 5% OFF on your next purchase when shopping from our website:
https://joeskicks.smsb.co/1005pD

Reply STOP to opt out

6. Draft the text of your message: This is where the magic happens! In this section you can **add the copy of your text message**, **shortcodes**, **discount** and the **obligatory compliance text** "Add STOP to opt out".

Each automation comes with its own predefined shortcodes that fetch dynamic customer information directly from Shopify and include it in your text message. Shortcodes will help you provide your customers with valuable updates, such as Shipping information, Tracking ID and URL. Only use the ones available for the particular automation, as pasted shortcodes from other sources will not work.

This article will help you learn more about the process of creating and enabling your first automation.

With automations merchants can significantly improve the performance of their online stores. Sending automated messages to welcome new subscribers, confirm orders, recover abandoned carts and reactivate old customers might be the turning point for your brand to start growing exponentially.

Lists & Segments

At this point, you have collected a substantial amount of subscribers and have some basic understanding about their preferences and shopping behavior. It's time to learn how you can use this information to send more targeted messages to your customers.

Segmentation is all about sending the right message to the right audience. Before you can start using text marketing effectively you need to know who you want to target with your SMS and what message you want to convey. Collecting your subscribers from different channels into separate groups and segmenting your recipients based on different criteria will help you send more personalized messages in the future.

Our **Lists & Segments** are here to help you with that.

Both consist of people who have **submitted their phone numbers** and **have explicitly agreed to receive text messages**, but in order to understand them better, it will be easier to focus on their differences.

A **list** is a **static** group of subscribers. It is not defined by any other characteristic besides its source. You can build different lists for each of your growth tools, or when you collect subscribers from external apps such as OptiMonk or Recart. They are going to be the basis of your segments.

A **segment** is a **dynamic** group of subscribers. Every segment is built on certain rules - such as customer behavior, personal traits, location etc. Once a subscriber from your lists matches the set of rules, they will be automatically added to your segment.

How to use Lists

When you start with SMSBump, you will have a default "Text Marketing list" in your Lists and Segments menu. Once you start collecting subscribers you will see that depending on the method of subscription, every new contact will have a clearly defined source (such as popup, checkout or other).

← All Subscribers (106504)				Export

Name	Phone Number	Source	Date Added
-	19546392348	TC Signup	2020-09-14 8:58:00 AM
-	14406375467	Subscribe keyword	2020-09-14 8:44:00 AM
-	12195775198	Subscribe keyword	2020-09-14 8:29:00 AM
-	15166395611	TC Signup	2020-09-14 8:20:00 AM
-	14044910462	TC Signup	2020-09-14 8:18:00 AM
-	14238273685	TC Signup	2020-09-14 8:07:00 AM
-	14075800021	Subscribe keyword	2020-09-14 7:52:00 AM
-	13365292854	Subscribe keyword	2020-09-14 7:44:00 AM
-	14242474734	Checkout	2020-09-14 7:31:00 AM
-	13344013318	TC Signup	2020-09-14 7:20:00 AM

First 1 2 3 4 5 6 7 8 9 10 Last 1

In order to create a list, simply go to the **Lists & Segments** menu in the dashboard and click on **Create new** button on the top right.

Then you must choose **List** and give it a memorable name.
Best if it includes some of the unique characteristics of the group.

Now your list is created and you can see it in your main dashboard. Main options can be found in the right part of this section. You can connect this list with one of the growth tools you use and collect the contacts you gather from this particular source in it.

How to use Segments

Segments consist of subscribers who meet certain criteria set by you. This is what makes them dynamic and what distinguishes them from lists. The subscribers in a segment change constantly, based on a selected set of filters. The **descriptive filters** show basic information about your subscribers that is fetched by their Shopify profiles, such as geographic location, gender, interests etc. The **behavioral** filters are more complex and show information based on customers' previous shopping behavior, such as frequency of purchases, average order value etc.

If a certain subscriber doesn't meet the specific criteria, they are automatically removed from the segment. That is why segments can grow or shrink and do not remain static.

Now let's see how to set up your first segment.

In order to create a segment, simply go to the **Lists & Segments** menu in the dashboard and click on **Create new** button on the top right. Then you must choose **Segment**, give it a memorable name and click **Create.**

Create a new List or Segment ✕

Type

Segment ⇕

A dynamic segment of people based on predefined rules.

Enter a unique name for your segment

U.S. subscribers

Create

Now is time for the exciting part - selecting the filters that will define your segment. All the filters are grouped in 5 categories, based on key characteristics - Customer behavior, Customer attributes, Location, SMSBump-specific and Order-related.

To create complex segments you can use a combination of filters, such as gender and frequency of purchase.

If you wish to **create a very narrow segment** and you want subscribers to match ALL of the rules you set up, **use the AND condition.** But if you prefer to **create a broader audience, use OR.** In this case the subscribers would need to match at least one of the rules to be added to the segment, but not necessarily all at the same time.

*For example: you will be launching a new male Timberland backpack. So you decide to target **Men** who have either purchased something from the **Shoe category** or have **already bought a Timberland product** in general. Here is how your segment will look like:*

Contacts gender ⇕

Male ⇕

+ AND

Order from a collection ⇕

TIMBERLAND ✕

Choose Collection

+ OR

Contacts gender ⇕

Male ⇕

+ AND

Order specific product/s ⇕

TIMBERLAND | MENS 6 INCH PREMIUM BOOT ✕

Select Product

Now that you know how to create segments on your own, let's see what are some key segments you should consider setting up:

- Engaged subscribers: will consist of subscribers, who clicked on the link, provided in the SMS.
- Converted shoppers: those who made a purchase, using the link in the SMS.
- MVPs: those are your most valuable customers, they either shopped several times from you or made purchases of high monetary value. If you want to grow sustainably, you should make sure this segment is always topped up.

Lists & Segments are amazing tools for all merchants who want to give their campaigns an even more personalized feel and improve targeting. Both will help you increase customer lifetime value, make your campaigns much more efficient and ultimately lead to overall better performance.

Top 7 SMS Marketing **Segmentation Hacks** for Beginners

Download eBook

Drafting Your First Message

Now that you have a better understanding of our automations and know how and when to use our lists and segments, it is time to move on to one of the most important steps on your way to becoming an SMS master.

In this chapter you will learn **how to send one-off text marketing campaigns** and fully leverage the power of SMS.

Our top-performing merchants send stand-alone text marketing campaigns around big retail events or when they are looking to drive extra traffic to a particular product or collection, by giving their subscribers some valuable offers.

Just like automations, one-off campaigns also differ in terms of their purpose. Let's make a quick overview of their characteristics and benefits.
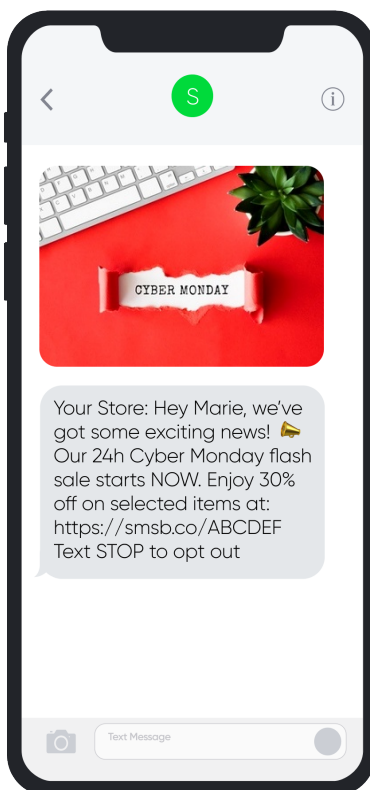
Flash Sales

Characteristics:
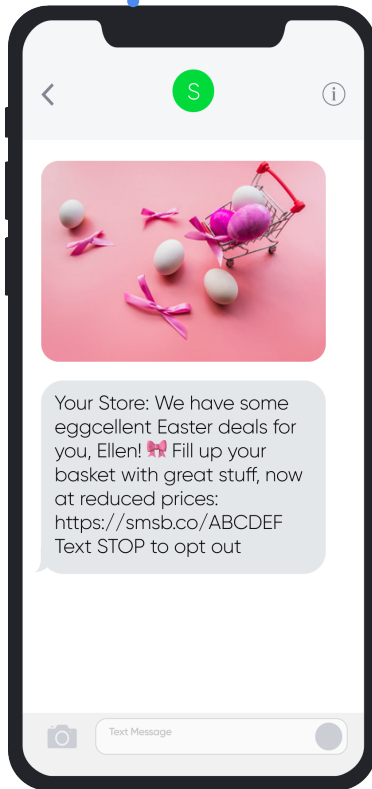Launch a one-off campaign for a limited time period (24-48 hours).

Tips:
Create urgency, mention low inventory

Benefit:
Pushed by their fear of missing out (F.O.M.O.), customers will act fast and make a direct purchase.

Holiday Sales

Characteristics:
Release around big retail events, such as Black Friday, Christmas, Easter etc.

Tips:
Start early but follow-up with a last-minute reminder.

Benefit:
Leverage the increase in traffic around holidays. Catch both early birds and procrastinators.

Your Store: We have some eggcellent Easter deals for you, Ellen! 🎀 Fill up your basket with great stuff, now at reduced prices: https://smsb.co/ABCDEF Text STOP to opt out

New Arrivals

Characteristics:
Use it to introduce new products/collections and create buzz around them.

Tips:
Offer a sneak peek as a special treat to your loyal customers.

Benefit:
Boost pre-promotional sales, build anticipation.

"A bad day camping is still better than a good day working!" Check out all new equipment items at Your Store: limited time only! ⛺ https://smsb.co/ABCDEF Text STOP to opt out
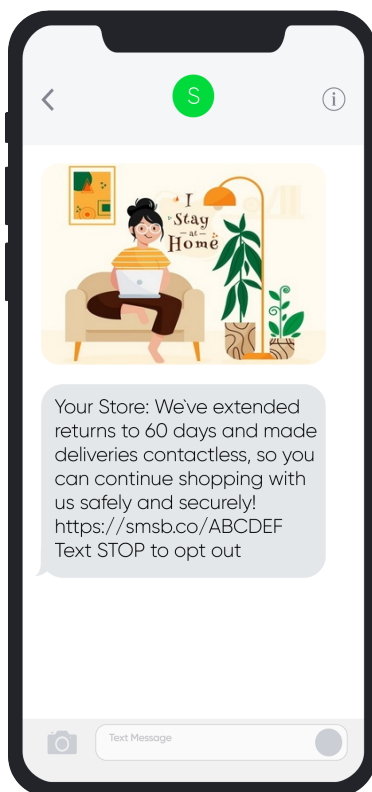
Targeted Promotions

Characteristics:
Use segmentation filters to target customers based on their behavior, profile, habits or purchase experience.

Tips:
Use cross-sell and upsell techniques - offer complementary products based on previous orders, or higher-tier products as an upgrade.

Benefit:
Offer a highly personalized shopping experience, boost sales.

Your Store: Hey Stacy, thanks for purchasing our exclusive Christmas gift basket! Check out the new holiday home decoration sets as well: 🎁 https://smsb.co/ABCDEF Text STOP to opt out

Care Campaign

Characteristics:
Announce company news, invite to events, share results, convey important messages.

Tips:
Only use when you have something meaningful to say, don't spam.

Benefit:
Nurture personal relationship with customers, boost brand awareness and loyalty.

Your Store: We've extended returns to 60 days and made deliveries contactless, so you can continue shopping with us safely and securely! https://smsb.co/ABCDEF Text STOP to opt out

And as always: make it personal, keep it short and relevant, try to add a pinch of humor and make your offer appealing!

Your ultimate guide to **text marketing campaigns that sell.**

Download eBook

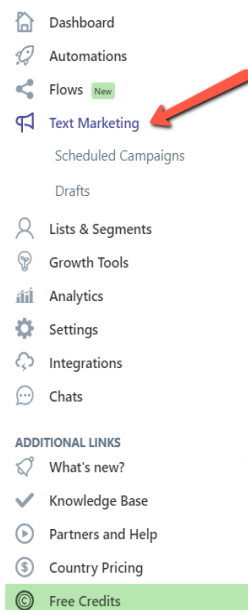## How to set a text marketing campaign in SMSBump

With this knowledge at hand, let's focus on the basic steps of drafting your first campaign message.

Go to the **Text Marketing** section in your Dashboard menu and let's get down to business!

Target Audience - choose a list or a segment of subscribers to receive your text message.

Sender - this is where you get to choose who the messages will be sent from: a short code, unique phone number or your brand name based on the country. Key locations like the US or Canada send marketing text messages via short or long codes. Yet, there are some locations, such as the UK, where you will be able to send your message from a brand name.

Campaign Scheduling - send the campaign now or select a day and time in the future. To be able to schedule a campaign, you need to set it up at least 24 hours in advance. It will then appear in your Scheduled campaigns subsection of the Text marketing menu.

Campaign Name - choose a memorable name to know what this campaign was all about. This will be the UTM parameter of your SMS marketing campaign, so you can easily track its performance in Google Analytics as well.
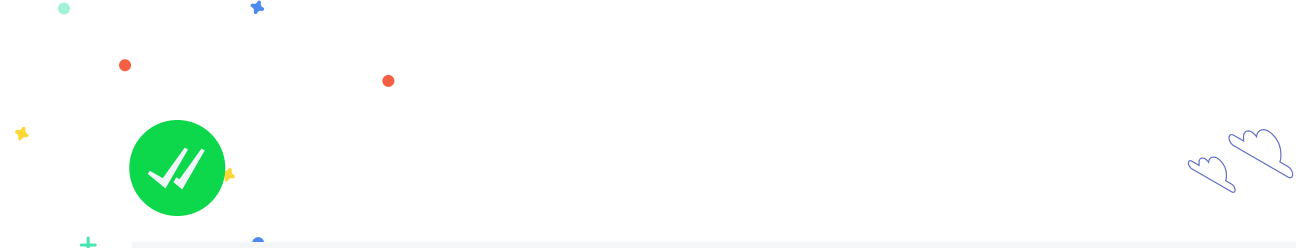
A/B Testing - this option will allow you to send up to 5 test messages to a portion of your target audience, determine which one of them performed the best and send that top-performing message to the rest of your audience, ensuring optimal results. A/B testing is currently available only for our Powerhouse or annual customers.
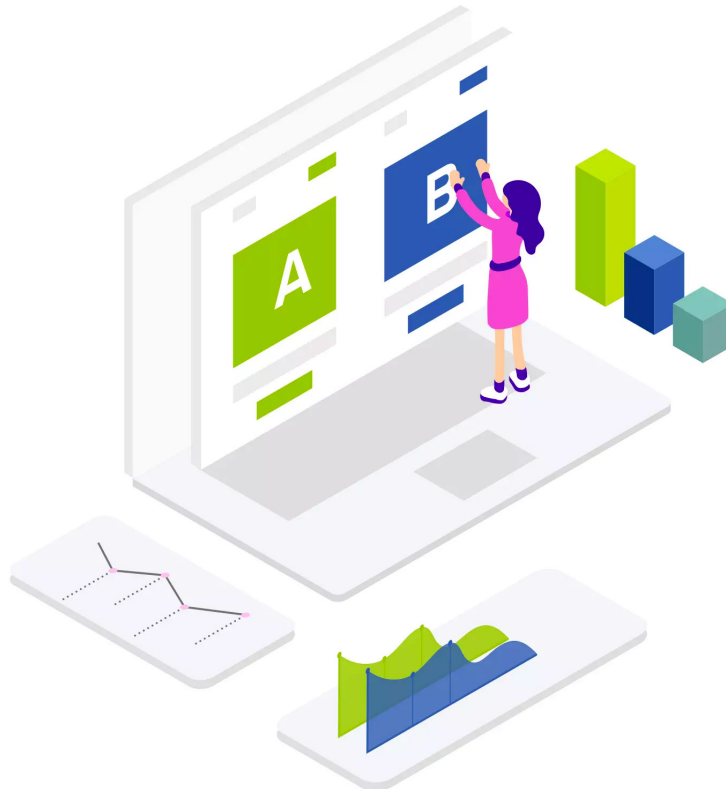
Attach Image or GIF: Transform your SMS into an appealing MMS by adding an image from Pexels, a GIF from GIPHY, or upload a visual of your own. If you choose the latter, always make sure you have the rights to use it. The right visual will complement the copy and grab the attention of your audience right away.

Text Message: this is where you put together the copy of your text message, insert any valuable information with the help of shortcodes, add a discount code and give subscribers a way to opt out to ensure compliance.

The ingredients of a successful text marketing copy

Each text message consists of few main ingredients:

A. Text

This is the essence of your text message and the reason why you are contacting your customers in the first place. Do you want to inform them about your latest fall collection? Or are there some big discounts coming up this Black Friday?

When drafting your text message try to **be brief and clear, yet polite and human.** While there is no rule regarding the length of an SMS, we'd say that 200-300 characters are more than enough to create a powerful message.

Approach your subscribers as dear old friends - try not to sound too distant and formal. After all, this is the beauty of SMS - it lets you be very friendly and casual. To achieve that, try to personalize your message and spice things up with an emoji or two. Remember to avoid cliches and add a pinch of humor if appropriate. Use F.O.M.O. (Fear of Missing Out) to build a sense of urgency and excitement.

Reach out to your subscribers only if you have something meaningful to say or a valuable and unique offer to present. Explain it plain and simple, and try not to be too pushy or aggressive.

B. Shortcodes

When used in text marketing campaigns shortcodes allow you to make your messages more personal, insert important information and raise brand awareness. Remember to only use the specific shortcodes available from the Shortcodes section, as pasted shortcodes from other sources (such as your automations) will not work.

C. Discount

To make your message even more appealing to your subscribers, we recommend you include a small offer - be it free shipping or a discount of some sort. When you click on the **Add discount** box, a pop-up will appear, allowing you to set up the discount:

We always recommend using the option **Unique code per client,** because it will allow you to better track the conversions of this particular SMS campaign.

You can choose between 3 discount types: Fixed amount, Percentage or Free shipping.

Once you select a suitable discount option, you can even embed it in a link. This way, all your subscribers need to do is click on it and the discount will automatically be applied, saving them time and effort.

Finally, do not forget to add the respective shortcodes in your copy. {DiscountCode} will automatically generate the code for the offer but {DiscountCodeURL} will send them directly to the link with the discount code already applied.

More information and strategies on how to best use discounts for different occasions, can be found in our Discounts guide.

D. Compliance

As you already know, SMS marketing needs to comply with the TCPA and GDPR regulations, and follow the CTIA's best practices. A common requirement for text marketing messages is to always add an opt out option in your messages. Think of it as the unsubscribe link in your emails. So before you finish your next SMS campaign, don't forget to add the "STOP to opt out"" verbiage.

E. Character count

This counter can be found at the bottom right of your text message section, showing you the number of characters in your message so far. Remember that a single SMS contains up to 160 characters, an MMS -1600 characters, and emojis and special characters, such as the German umlaut, the French Ç, the Spanish ñ etc., will decrease the character count of your SMS to 66.

During the entire process of drafting your text message you are able to see a preview on the right side of your screen, showing you how your SMS will appear to customers. And if you get interrupted in the middle of the process, or disconnected from your SMSBump app, a draft of your campaign will be saved.

If you are satisfied with how your campaign turned out, it's time to send it out to your subscribers. Click on the **Review & Send** button and you will be shown the final preview of your campaign, including the estimated cost.

If you want to edit something you can always go back and do it. If not, it is time to... (drumrolls)... click the **Send now** button.

And that was it - your first text marketing campaign is now live!

💡 Need some inspiration? Check out the [SMS Inspiration Gallery](#) we created together with our partners and use some of these examples for your text marketing campaign!
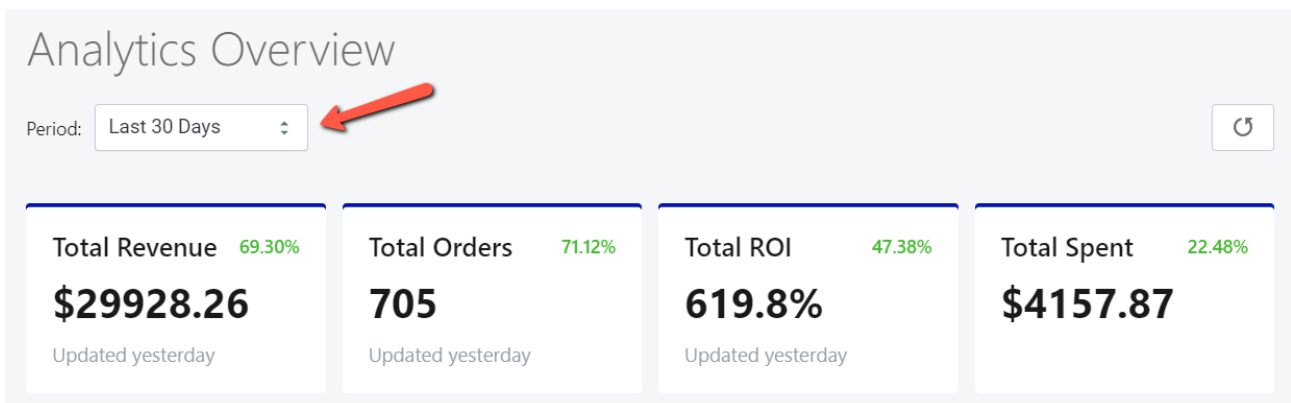
Analytics

In order for your brand to grow your need to be aware of both your strong suits and weaknesses. You might have followed strictly all of our tips on how to build your SMS strategy, but keep in mind there is always room for improvement.

This is where our Analytics feature comes to help with its detailed graphs and metrics. It is crucial to regularly check out this data and use the insight to improve your campaigns and your store performance in general.

Here is some of the key data you can find in your SMSBump Analytics:

General overview

This section will help you keep track of the **basic performance metrics** of your store: Total Revenue, Total Orders, Total ROI, Total Spent. You are able to check how each of these performed over a specific period of time, depending on what you are looking to gain as insights, for example: today, yesterday, last X days, last month or a custom period.

Analytics Overview

Period: Last 30 Days

Total Revenue	69.30%	Total Orders	71.12%	Total ROI	47.38%	Total Spent	22.48%
$29928.26		**705**		**619.8%**		**$4157.87**	
Updated yesterday		Updated yesterday		Updated yesterday			

Main revenue sources

This section will show you **which of your sources, i.e. campaigns, automations** and more, bring you the **most conversions** and **highest revenue**.

Revenue sources

Source	ROI	Orders	Conversion	Revenue
● Text Marketing	228.72%	269	2.64%	**$12584.03**
● Automations	52.73%	15	0.61%	**$351.24**
● Flows	17036.77%	419	63.68%	**$16966.69**
● Subscription Forms	3767.65%	2	25%	**$26.30**
● Keywords	0%	0	0%	**$0.00**

Other stats available in Analytics

- Sales and Subscribers growth over a certain period of time: this will give you a better understanding of **how the performance of your campaigns is changing over time.** Are weekends strong days for your store performance, did sales increase right after you set your latest abandoned cart automation etc.

- Top 5 text marketing campaigns: this is where you can take a look at your **top performing text marketing campaigns.** Was it the copy, or was it the nice visual? Try to analyze the success of past campaigns and you'll be able to amplify their success in the future.

- Top 5 automations: this section will show you your **top performing automations** - the ones with the highest conversion rates and ROI.

- Top 10 paying customers: here you'll find out **which customers spent the most** at your store.

Carefully analyzing your results is one of the most important steps on your way to becoming an SMS marketing pro! And if you are familiar with the 80/20 rule in business, you already know that 80% of your output comes from 20% of your input. Use our Analytics tool and you will soon figure out which strategies and tactics bring you the best results, so that you will know where to focus your efforts and budgets with future campaigns.

How to view and understand your Analytics   **Read More**

*Do you know what comes after every learning session? Don't worry, we are not going to give you a test :) Instead, we decided to provide you with a **quick checklist** of steps to take for a successful start with SMS marketing. As a summary of everything we've learned so far in this guide.*

SMS Marketing for Beginners Checklist

✓ **Set up the SMSBump app**
- ☐ Install SMSBump on your store
- ☐ Carefully go through TCPA compliance & GDPR compliance guidelines

✓ **Growth Tools**
- ☐ Enable subscription at checkout
- ☐ Enable a popup form for your store
- ☐ Create a shareable subscribe link and add it to your social channels
- ☐ Launch a keyword subscription campaign

✓ **Enable Automations**
- ☐ Activate the Customer Welcome Message automation
- ☐ Activate at least 1 Abandoned Cart Reminder with a small discount on the products in the basket
- ☐ Activate the Product Cross-Sell automation and offer subscribers complementary products
- ☐ Activate the Customer Winback automation to re-engage shoppers with 30 day of inactivity

✓ **Use Lists & Segments**
- ☐ Create separate lists for each of your subscription sources for better tracking
- ☐ Create a set of segments based on your key audiences. Use the behavioral filters to differentiate between their shopping habits.

✓ **Send your first text marketing campaign**
- ☐ Think of a great offer or something your subscribers will find interesting
- ☐ Draft an appealing text message and if possible - add a captivating image
- ☐ Use shortcodes
- ☐ Make sure your are in compliance by adding "Text STOP to opt out"

✓ **Track performance**
- ☐ Keep track of your store's basic performance metrics, such as total revenue, total ROI, total spent
- ☐ Check which of your campaigns or automations bring in the most conversions and revenue
- ☐ Focus on the top performing messages and try to repeat their success with future campaigns

Congratulations!
You have completed our SMS Marketing Getting Started Course!

CONTACT US

smsbump.com
mike@smsbump.com

f Facebook

Instagram

in LinkedIn

Twitter