

The in's and out's of

Promotional SMS Marketing

Version 2



🎉 Exciting News Alert! 🎉 We're thrilled to announce we will soon be offering

Full Name

Subscribe

No thanks

Created with  LinkMobility  SMS Portal

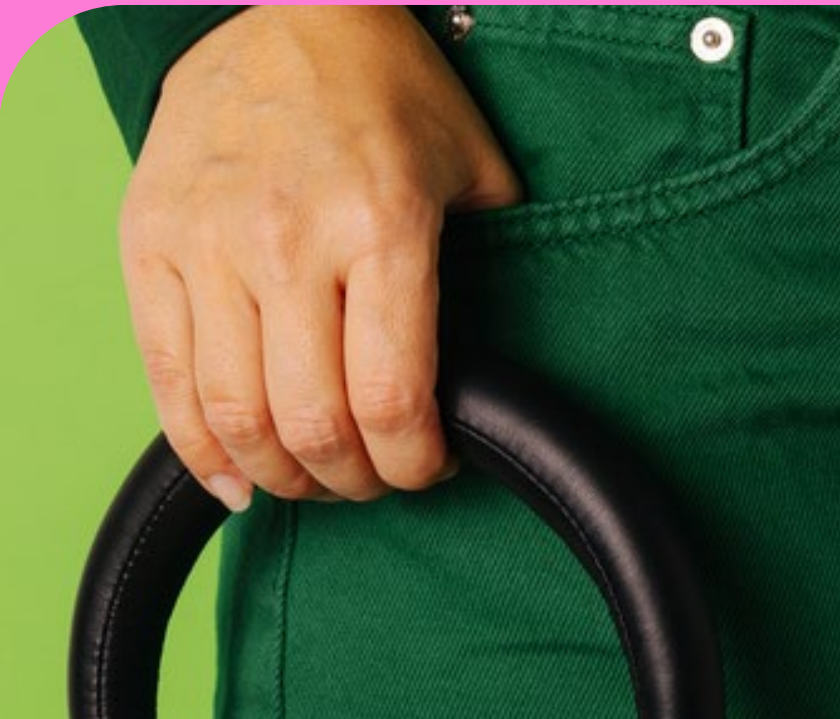
<https://brand.io>

YOUR LOGO

50% OFF

Now only \$249.00

Add to cart






Content

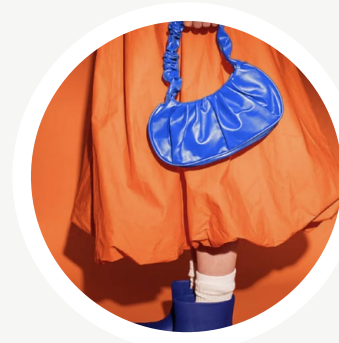
Introduction	03
Use Cases	07
Measure Success	11
Conclusion	15

Introduction

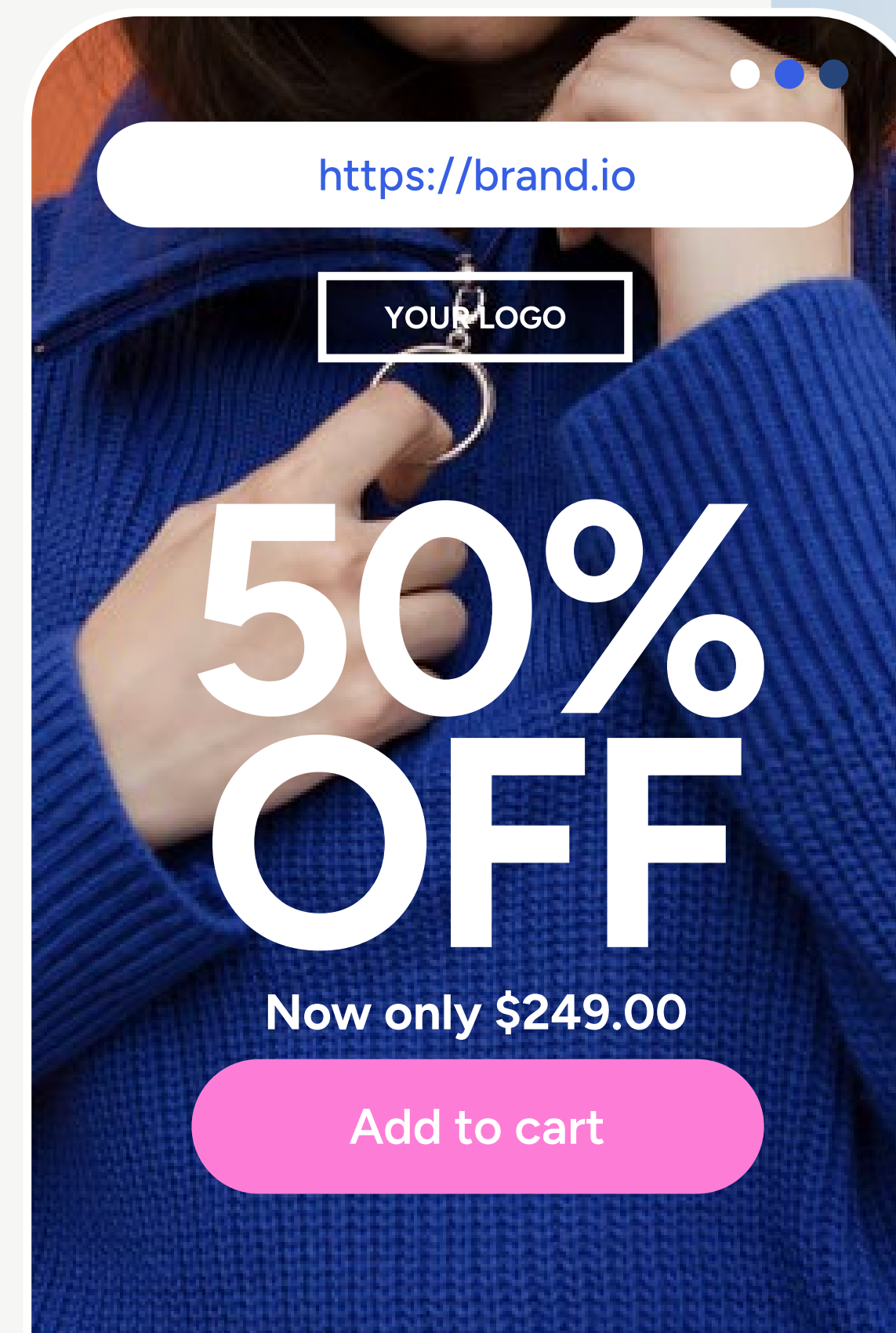
Unlike conversational or transactional SMS, promotional messages are specifically designed to drive action and boost marketing efforts.

Promotional SMS marketing is a powerful tool for businesses looking to increase sales, build brand awareness, and engage customers with:

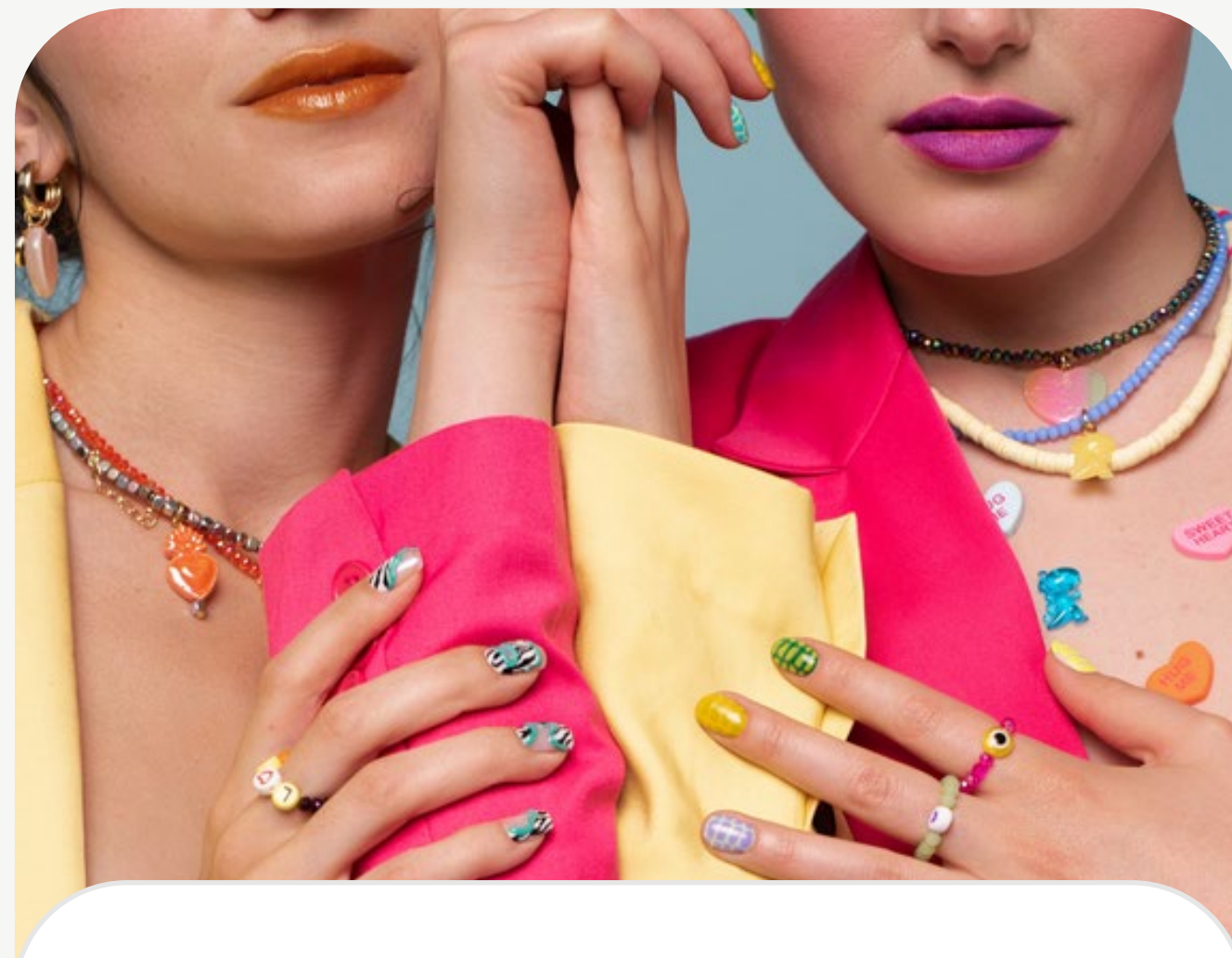
-  Special offers
-  Discounts and vouchers
-  Event notifications



Hi Sarah, your Wishlist item is on sale.
50% OFF today ONLY! Get yours now:
<https://brand.io>

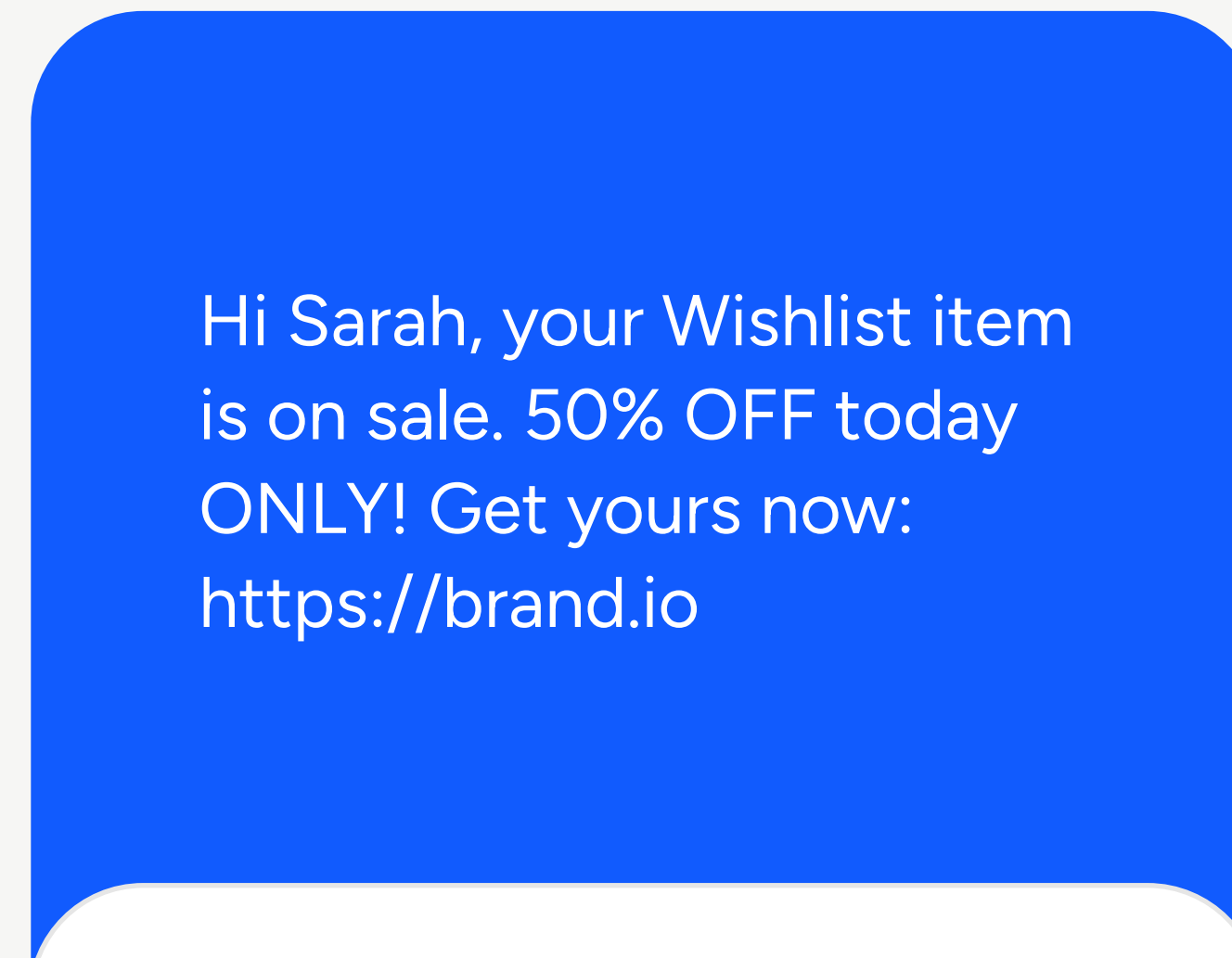


Crafting Effective Messages



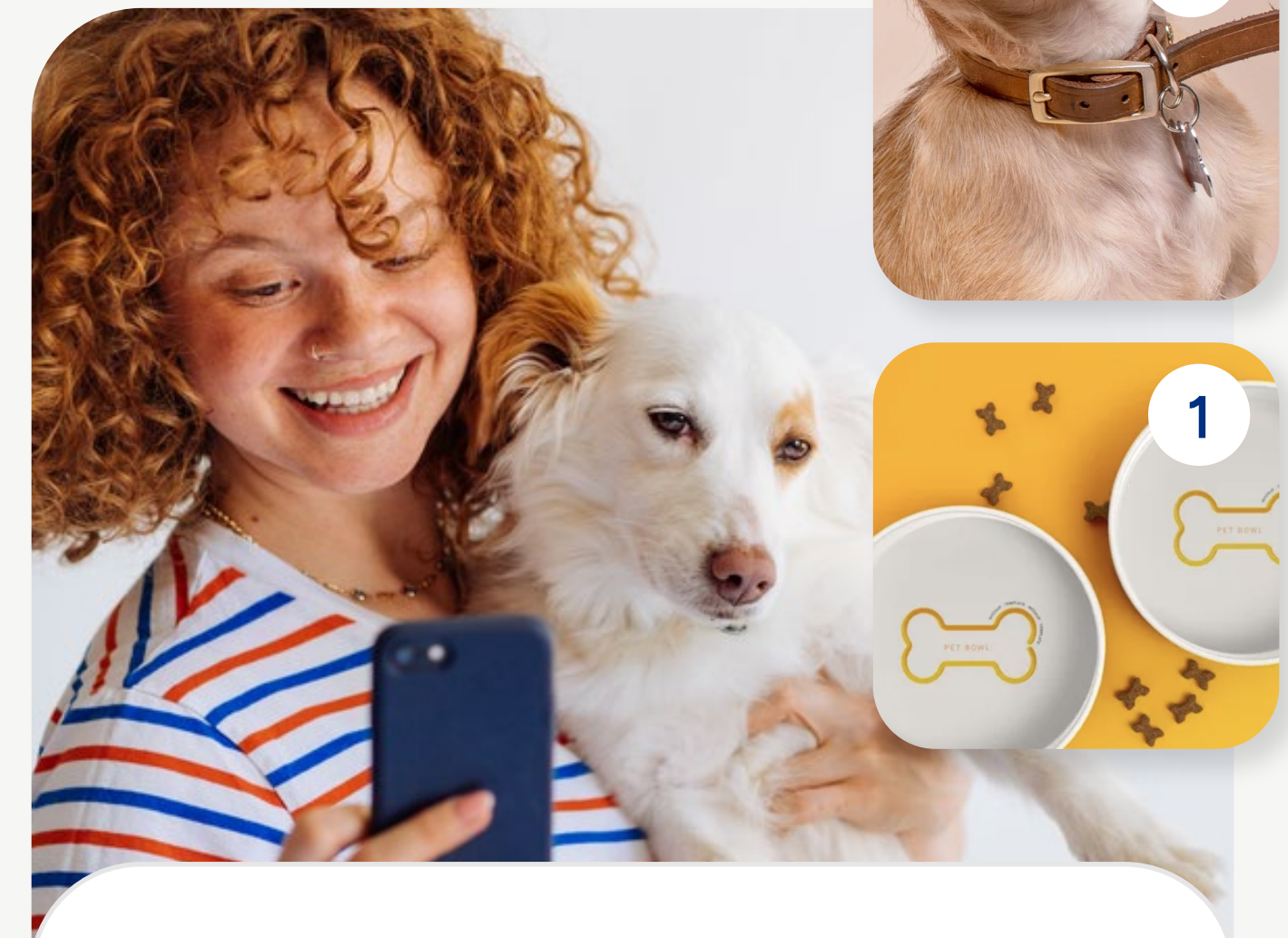
Attention-Grabbing Content

Start with a compelling offer or news that grabs attention. Use strong action words and make the value clear.



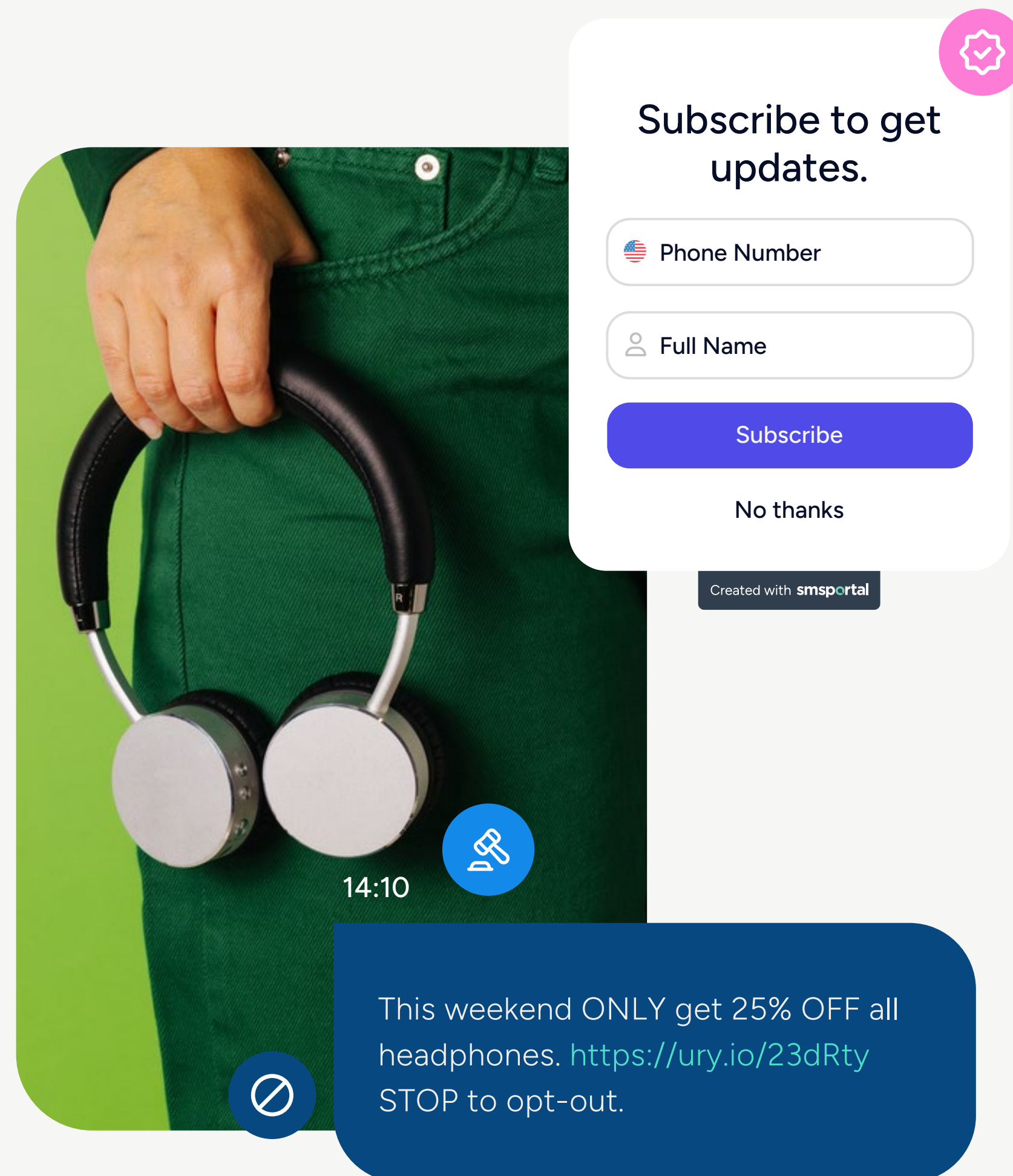
Clarity and Conciseness

Keep the message short and to the point, ensuring the offer or call to action (CTA) is clear.



Personalization

Tailor messages to the recipient's interests and past behaviour to increase relevance and response rates.



Compliance and Best Practices



Opt-In Requirement:

Ensure customers have explicitly opted in to receive promotional messages from your brand.



Legal Compliance:

Adhere to local regulations regarding SMS marketing, including message content, timing, and privacy.



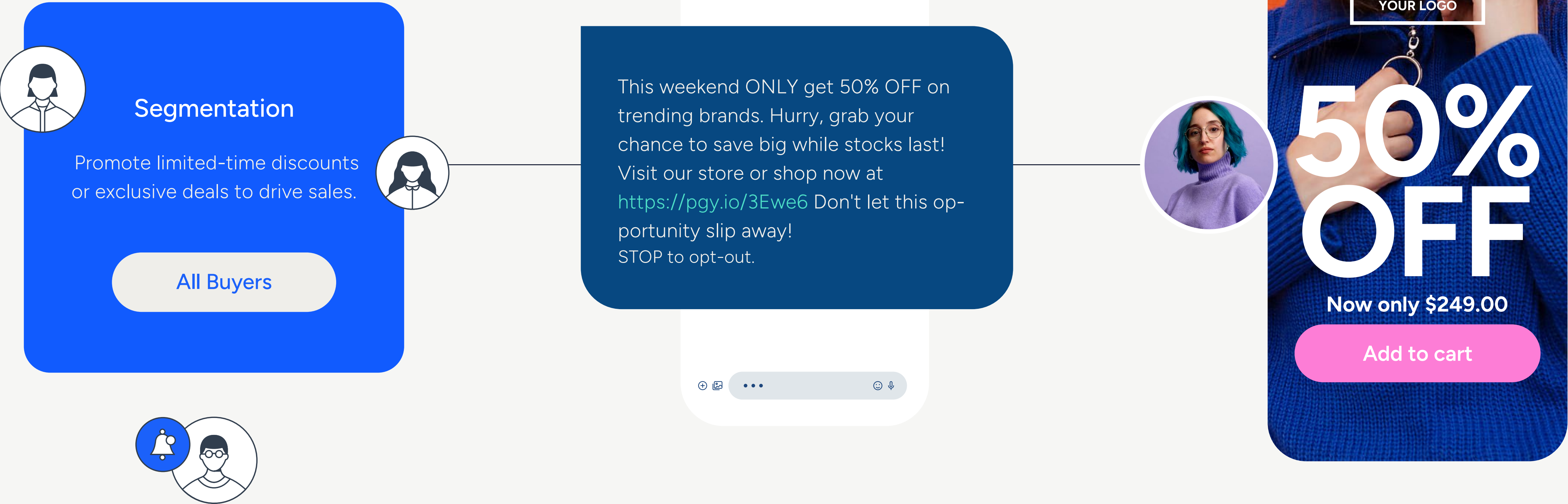
Opt-Out Option:

Include a simple way for recipients to opt-out of future messages to comply with regulations and respect customer preferences.

Use Case

Use Case

Special Offer



Use Case

Event Promotion

Segmentation

Increase awareness and attendance for events or webinars.

VIP Guests

Join Us for a Heartfelt Cause! You're invited to our Charity Event: Early Childhood development.

 Date: 22 / 12 / 2024

 Time: 18:00

 Location: The Royal Estate

Let's make a difference together!

RSVP Yes to confirm attendance.

STOP to opt-out.

Yes, I will be there

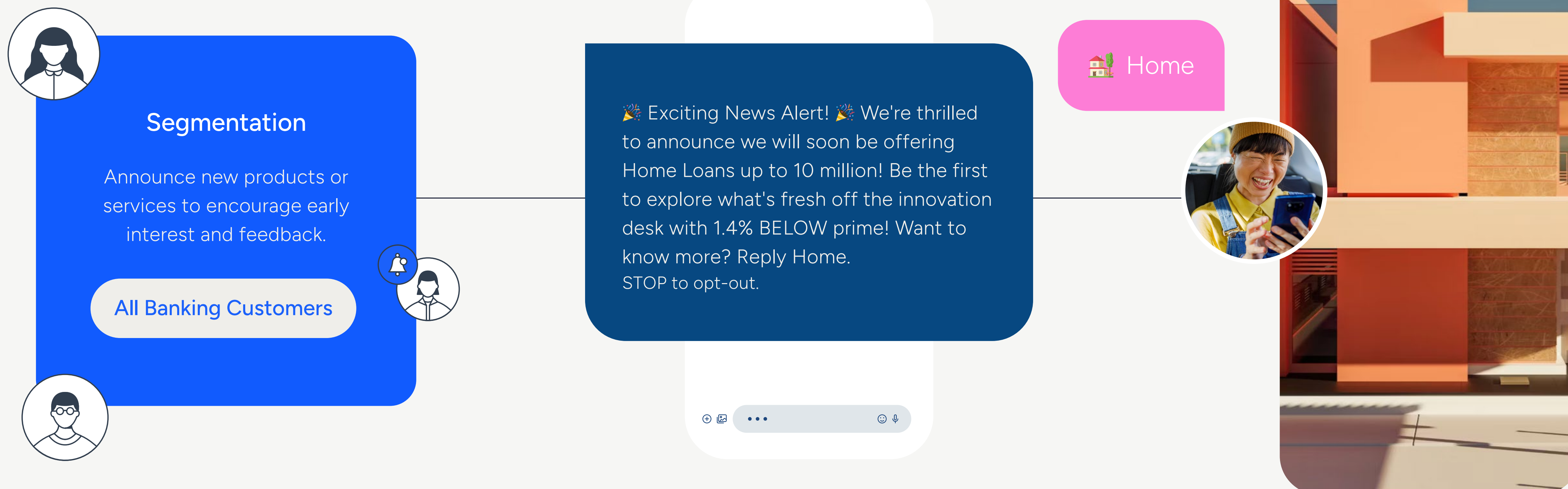


Funds Raised

\$20 million

Use Case

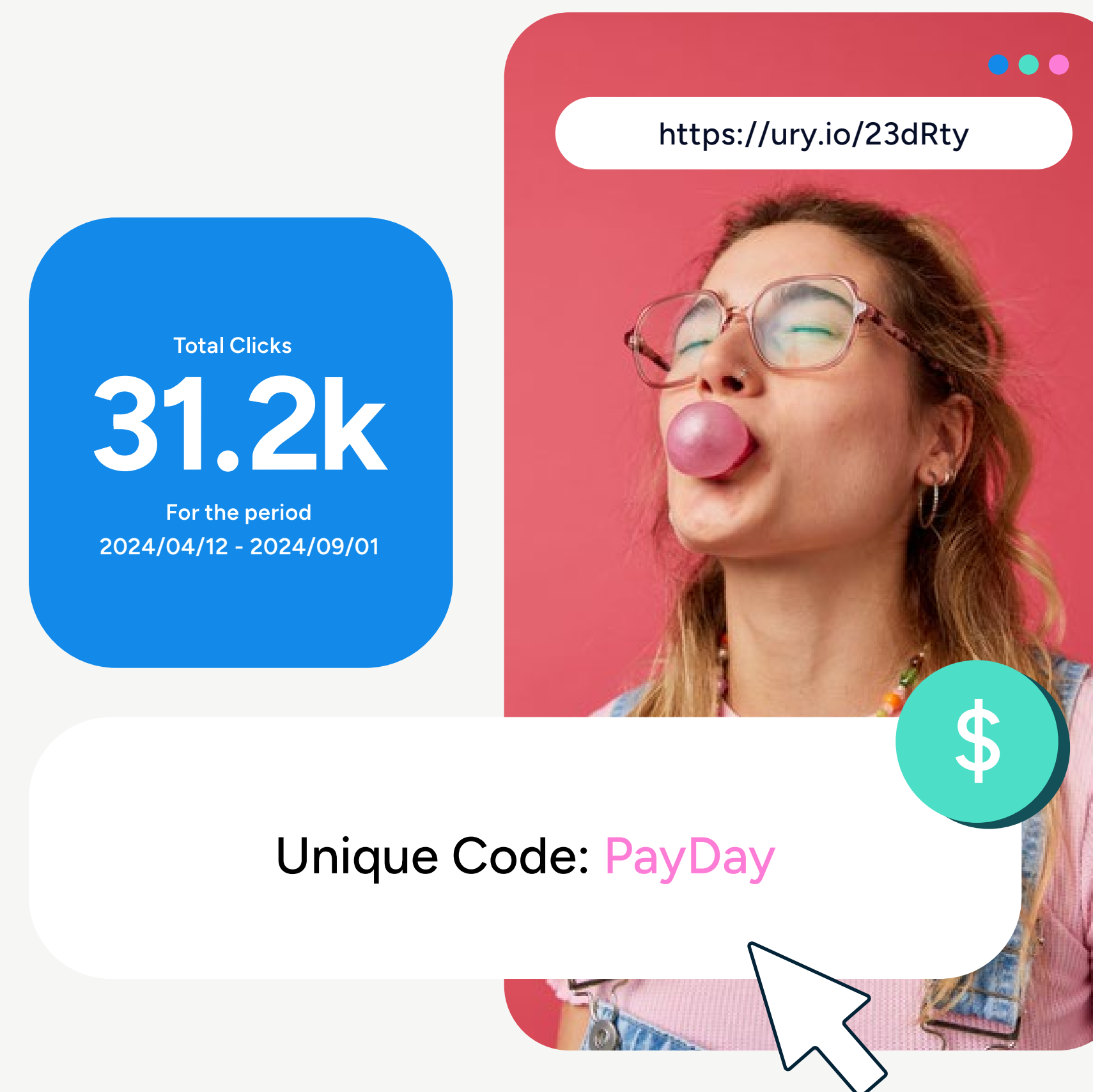
Product Launches



Measure Success

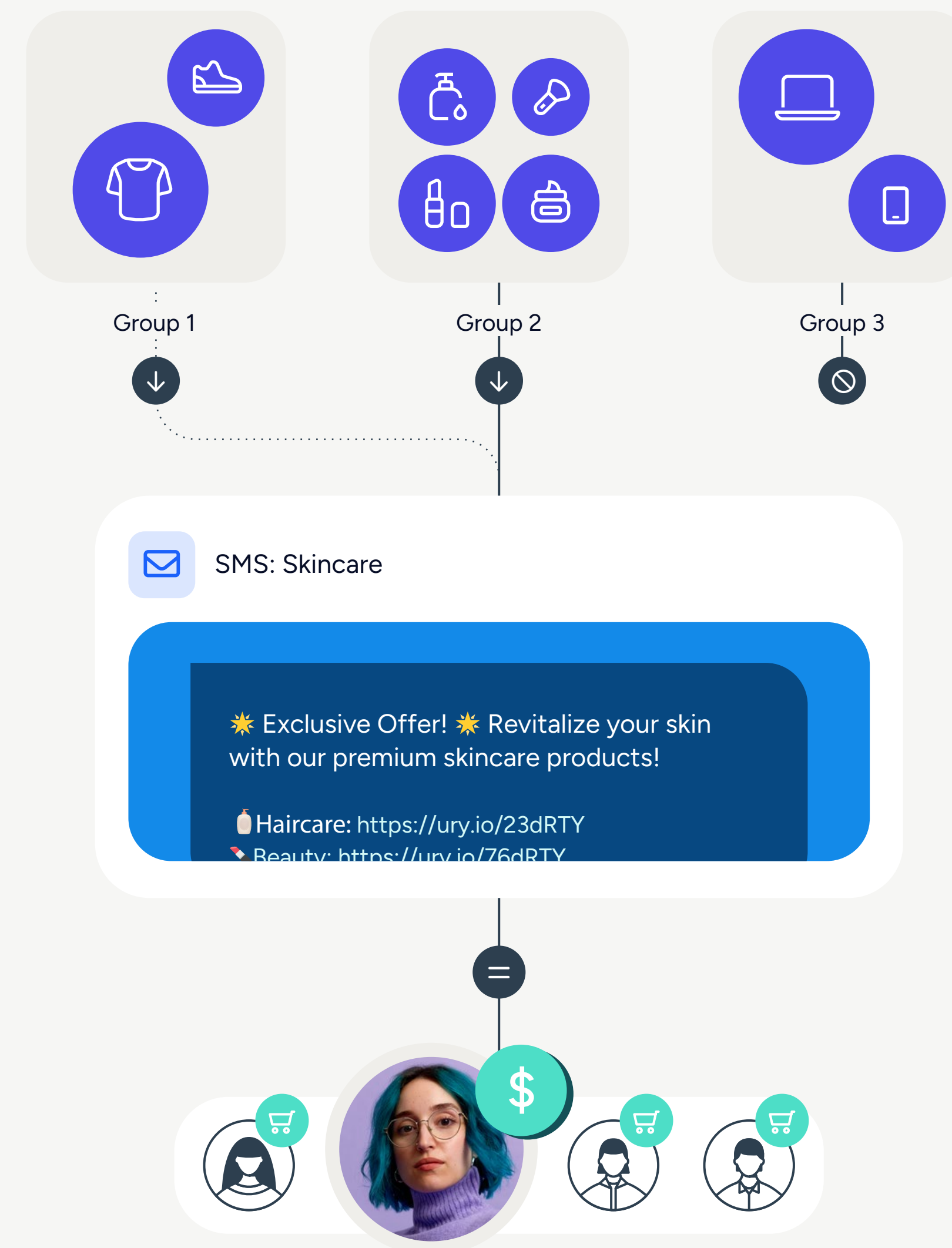
Conversion Tracking

Use unique promo codes and URLs to track the effectiveness of SMS campaigns.



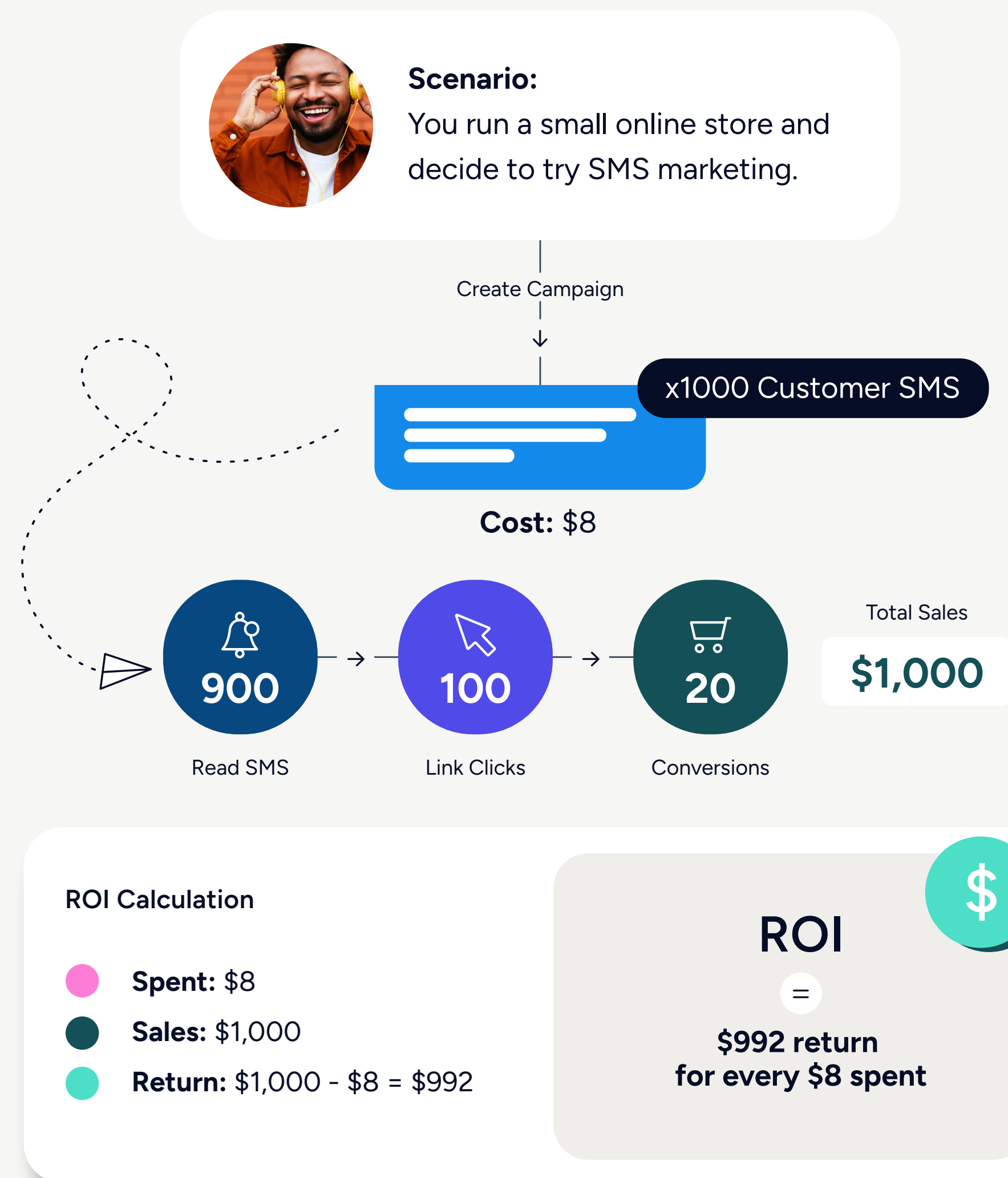
Engagement Metrics

Monitor open rates, response rates, and opt-out rates to gauge customer engagement and refine future strategies.



ROI Analysis

Calculate the return on investment (ROI) of your SMS campaigns by comparing the revenue generated to the cost of the campaign.



This means for every \$1 spent, you got **\$124 back** in sales.

Conclusion

Crafting an effective promotional SMS campaign involves applying these fundamental rules of messaging, ensuring compliance, and always giving your customers a way to engage.

Ready to make that sale? 🌟

Make the most out of your next promotional SMS's

Log in now

Book a demo:

Contact our support team to book a free live demo.

[Book here](#)

Email us:

Tell us how we can help.

sales@smsportal.com