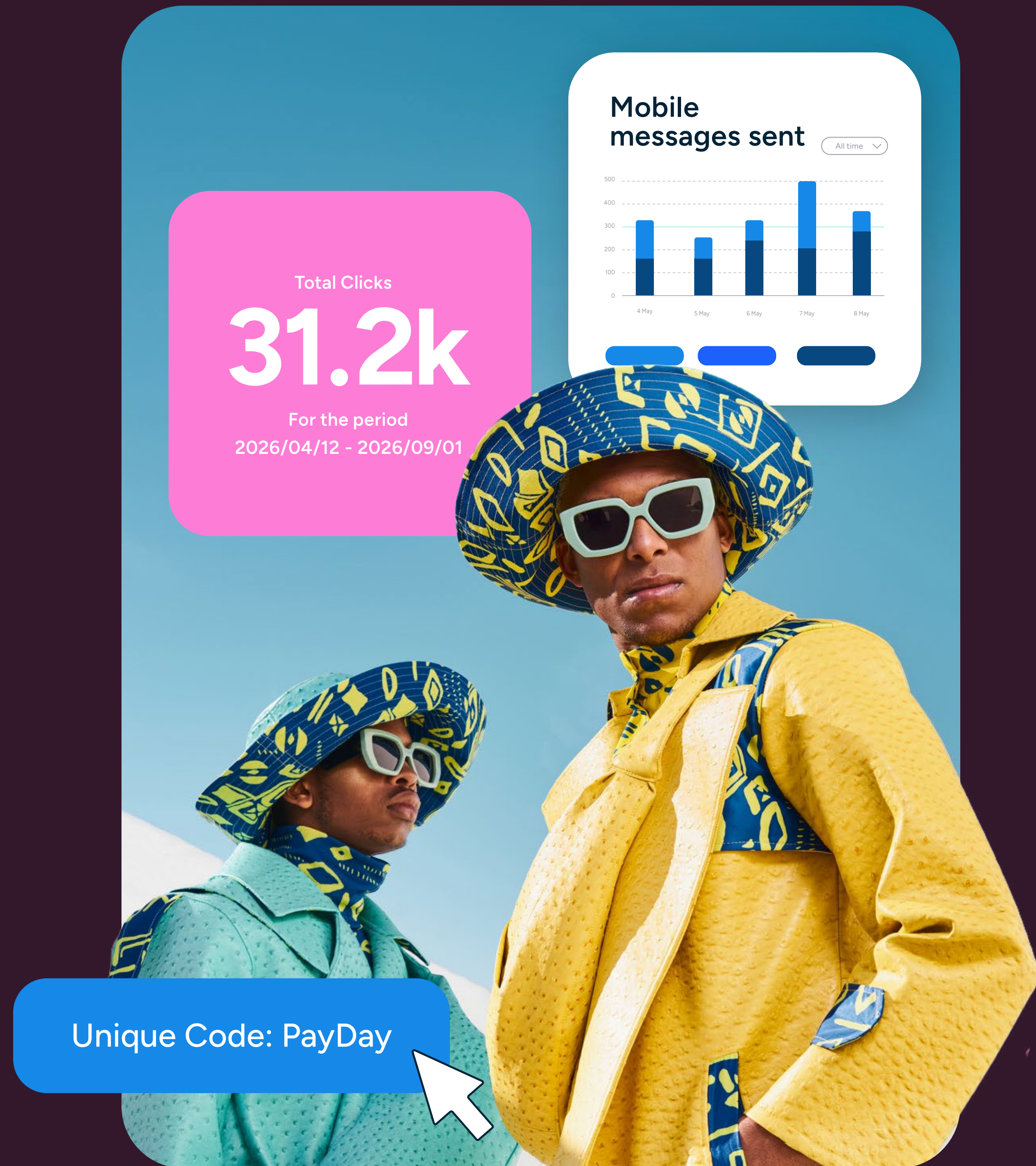


Promotional mobile marketing

Version 2

The ins and outs of mobile messaging and how to get the most out of promotional messaging.



Content

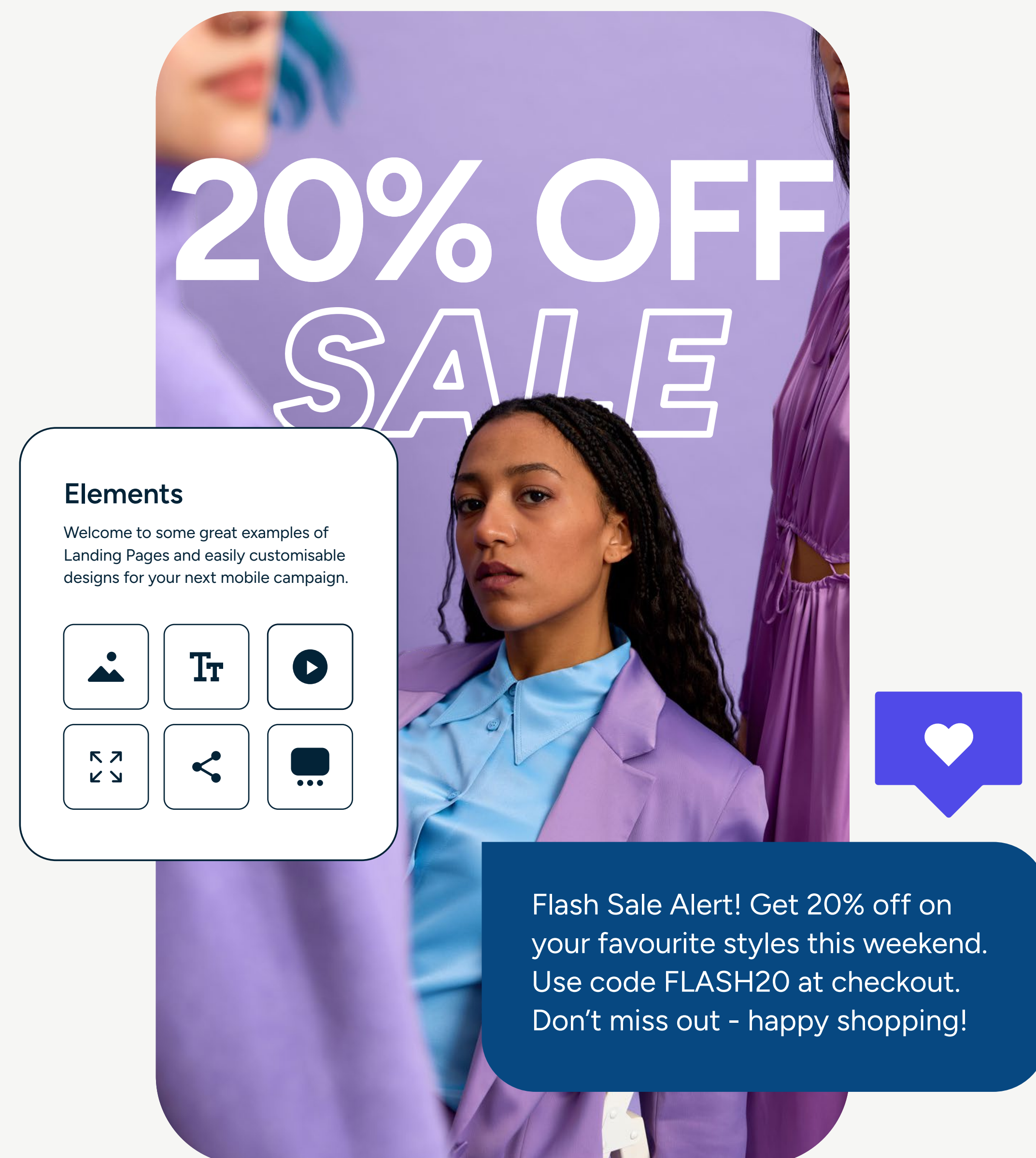
Introduction	03
Use cases	07
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Introduction

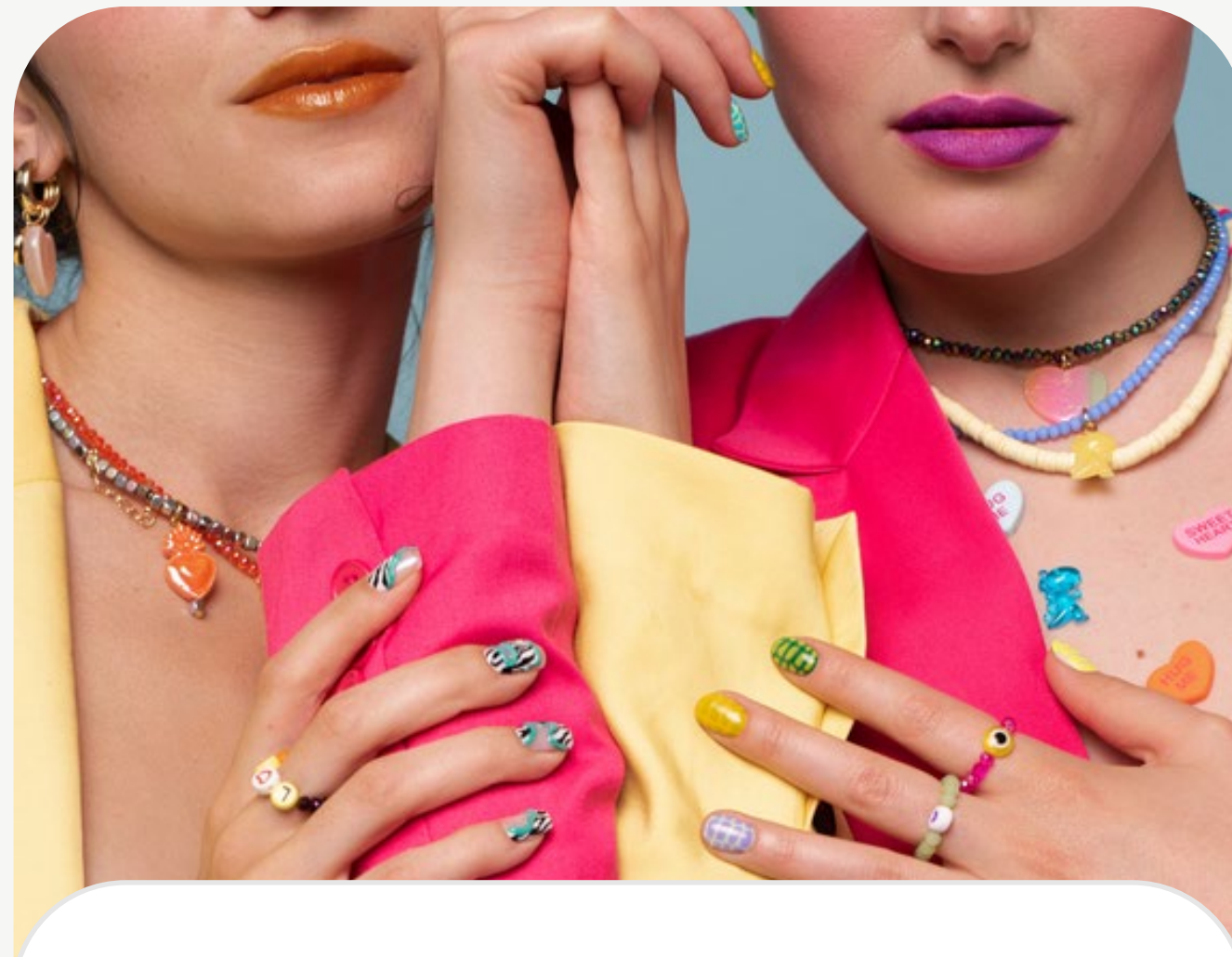
Unlike conversational or transactional mobile messaging, promotional messages are specifically designed to drive action and boost marketing efforts.

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

-  Special offers
-  Discounts and vouchers
-  Event notifications

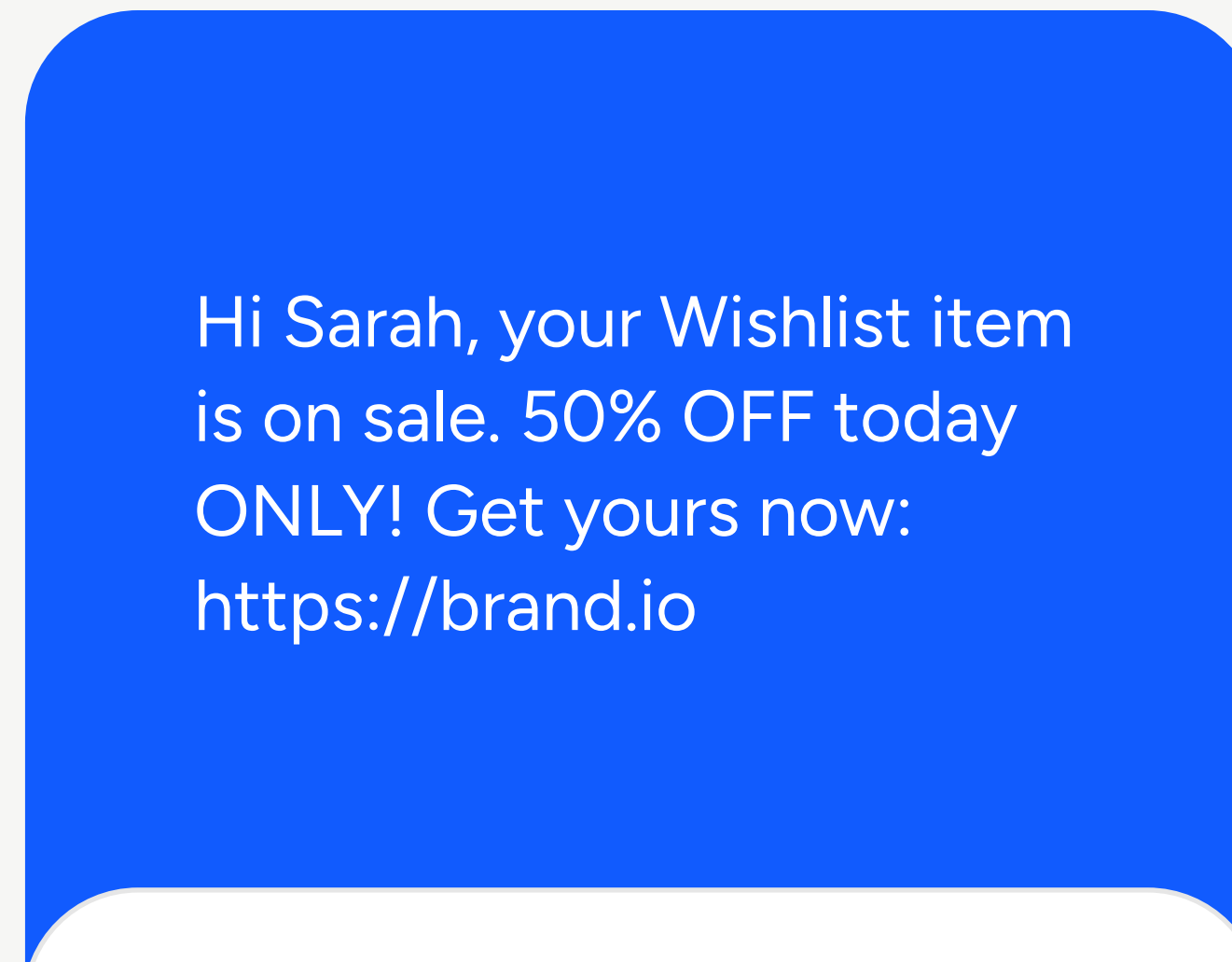


Crafting effective messages



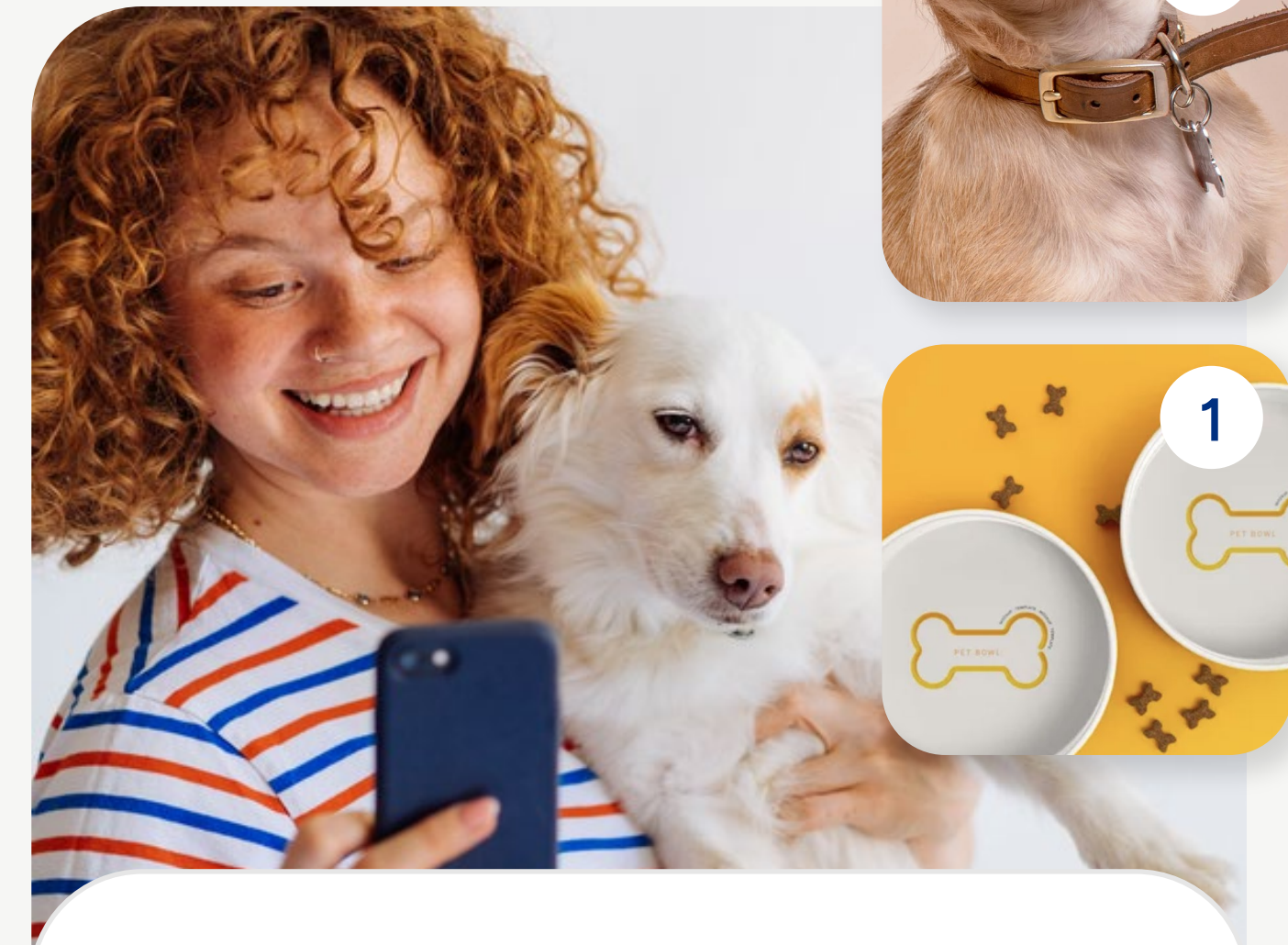
Attention-Grabbing Content

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



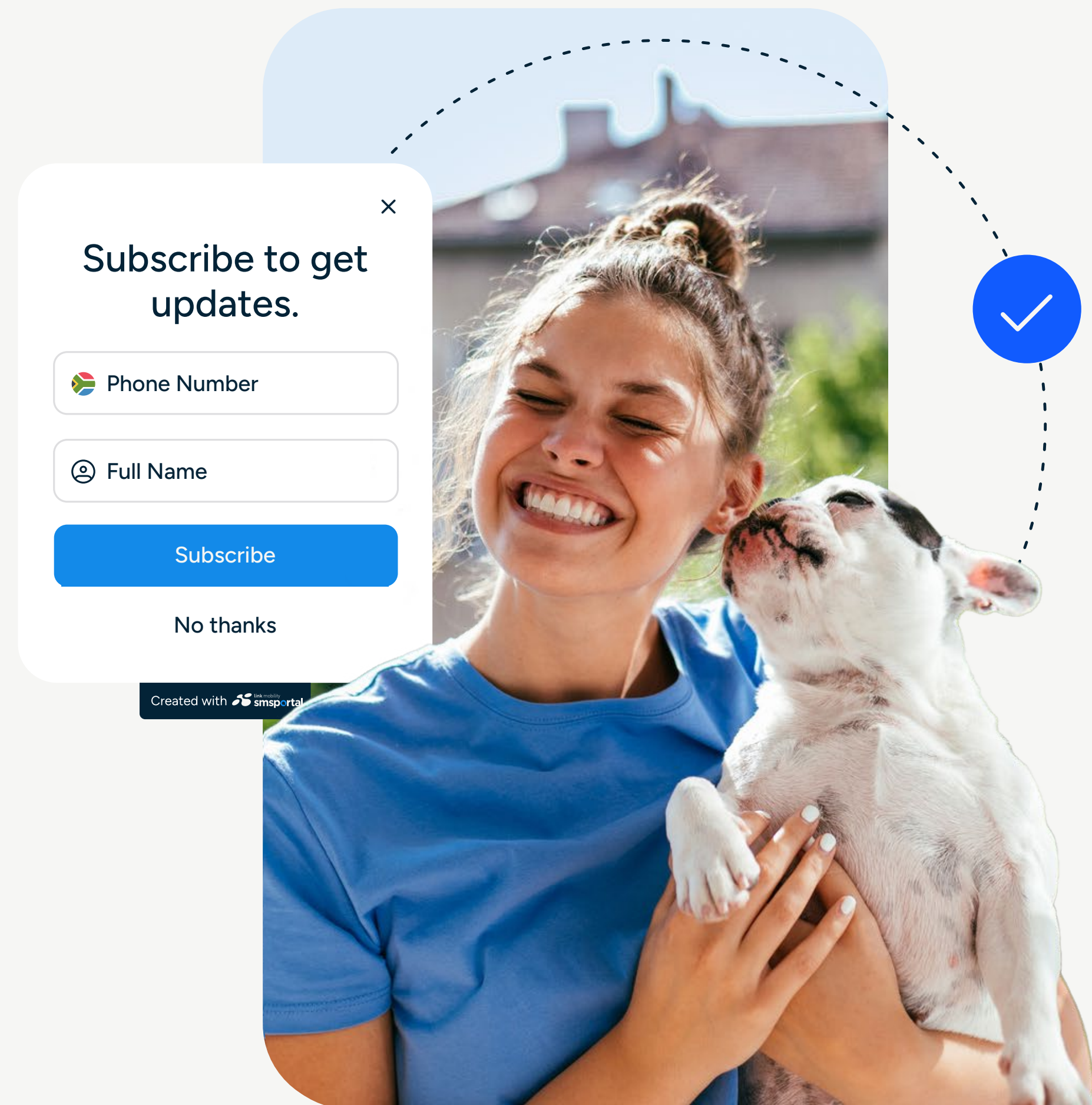
Clarity and Conciseness

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

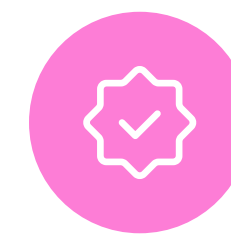


Personalization

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



Compliance and best practices



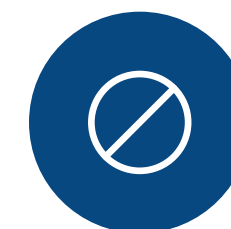
Opt-In Requirement:

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



Legal Compliance:

Adhere to local regulations regarding mobile messaging 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 cases

Special offer

Segmentation

Promote limited-time discounts or exclusive deals to drive sales.

All buyers

Automation

Set date

Triggering alerts to targeted segments, maximising engagement and conversions.

SMS

This weekend ONLY get 50% OFF everything for the next 6 hours only.
Shop now:
<https://pgy.io/23dRTy>
Reply STOP to opt out.

WhatsApp

50% OFF
SALE

Flash Sale Alert! ⚡

50% OFF everything for the next 6 hours only.

Get in touch

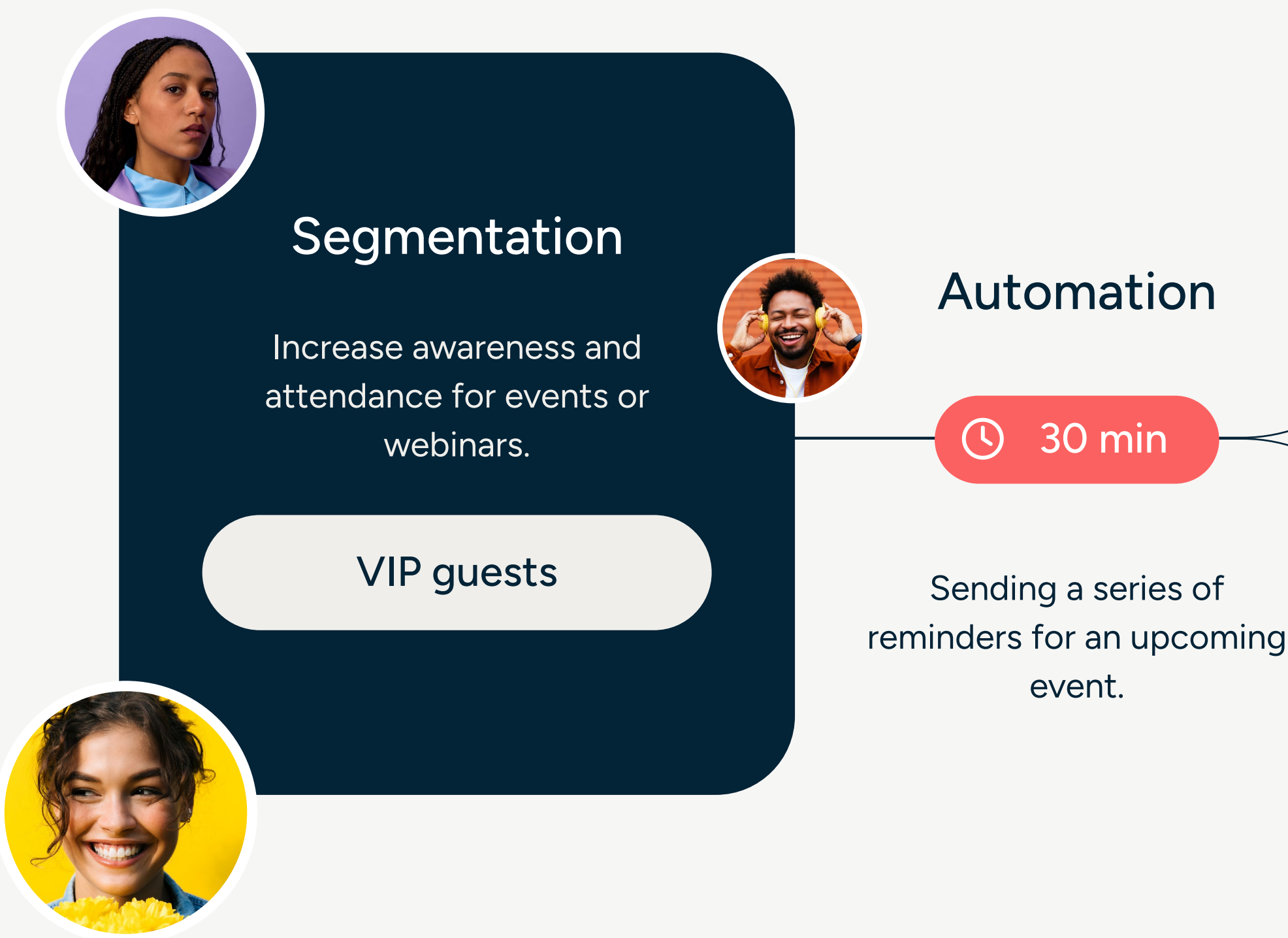
Visit site

Your logo

50% OFF
SALE

Checkout

Event promotion



SMS

Join us for a heartfelt cause! You're invited to our Charity Event: Early Childhood development.

Date: 22 / 12 / 2026

Time: 18:00

Location: The Royal Estate

Let's make a difference together!
RSVP Yes to confirm attendance.
STOP to opt-out.

WhatsApp



Join us for a heartfelt cause!
You're invited!

Early Childhood development.

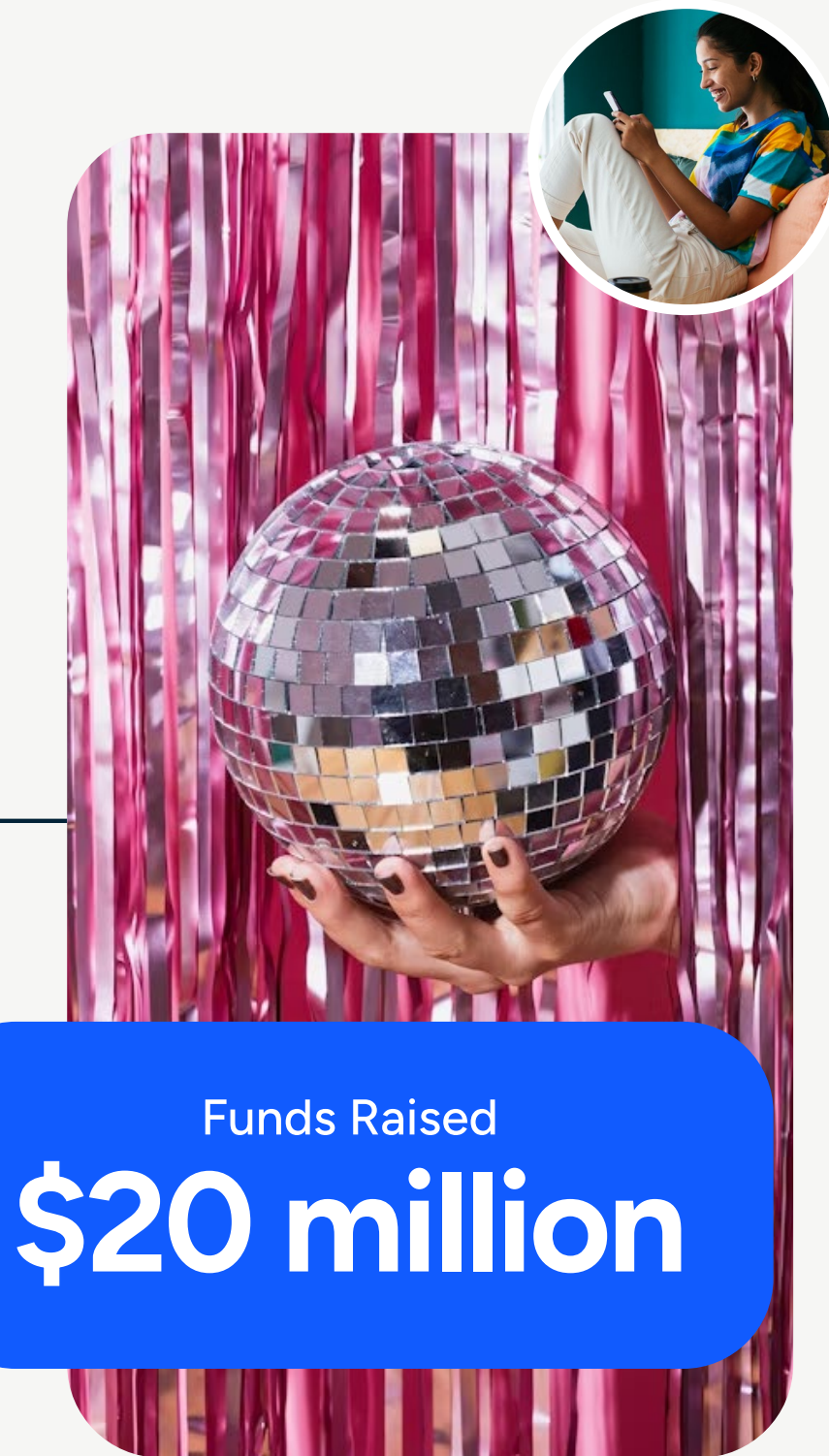
Date: 22 / 12 / 2026

Time: 18:00

Location: The Royal Estate

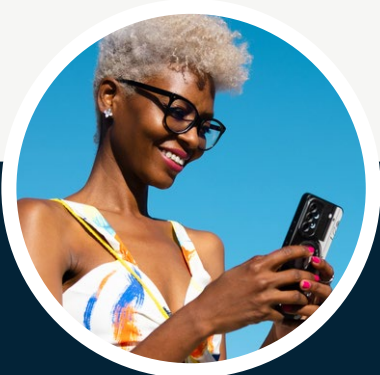
Let's make a difference together!
RSVP Yes to confirm attendance.

RSVP



Funds Raised
\$20 million

Product launches



Segmentation

Announce new products or services to encourage early interest and feedback.

All banking customers



Automation

🕒 Set date

Triggering alerts to targeted segments, maximising engagement and conversions.

💬 SMS

Exciting News Alert! We're thrilled to announce we will soon be offering Home Loans up to 10mil!

Be the first to explore what's fresh off the innovation desk with 1.4% BELOW prime! Want to know more? Reply Home.
STOP to opt-out.

📞 WhatsApp

Need a home loan, apply now.

Be the first to explore what's fresh off the innovation desk with 1.4% BELOW prime! Want to know more? Reply Home.

📞 Contact me

🔗 Find out more

↩️ Quick Reply Home

Home 🏠



💬 SMS

📞 WhatsApp

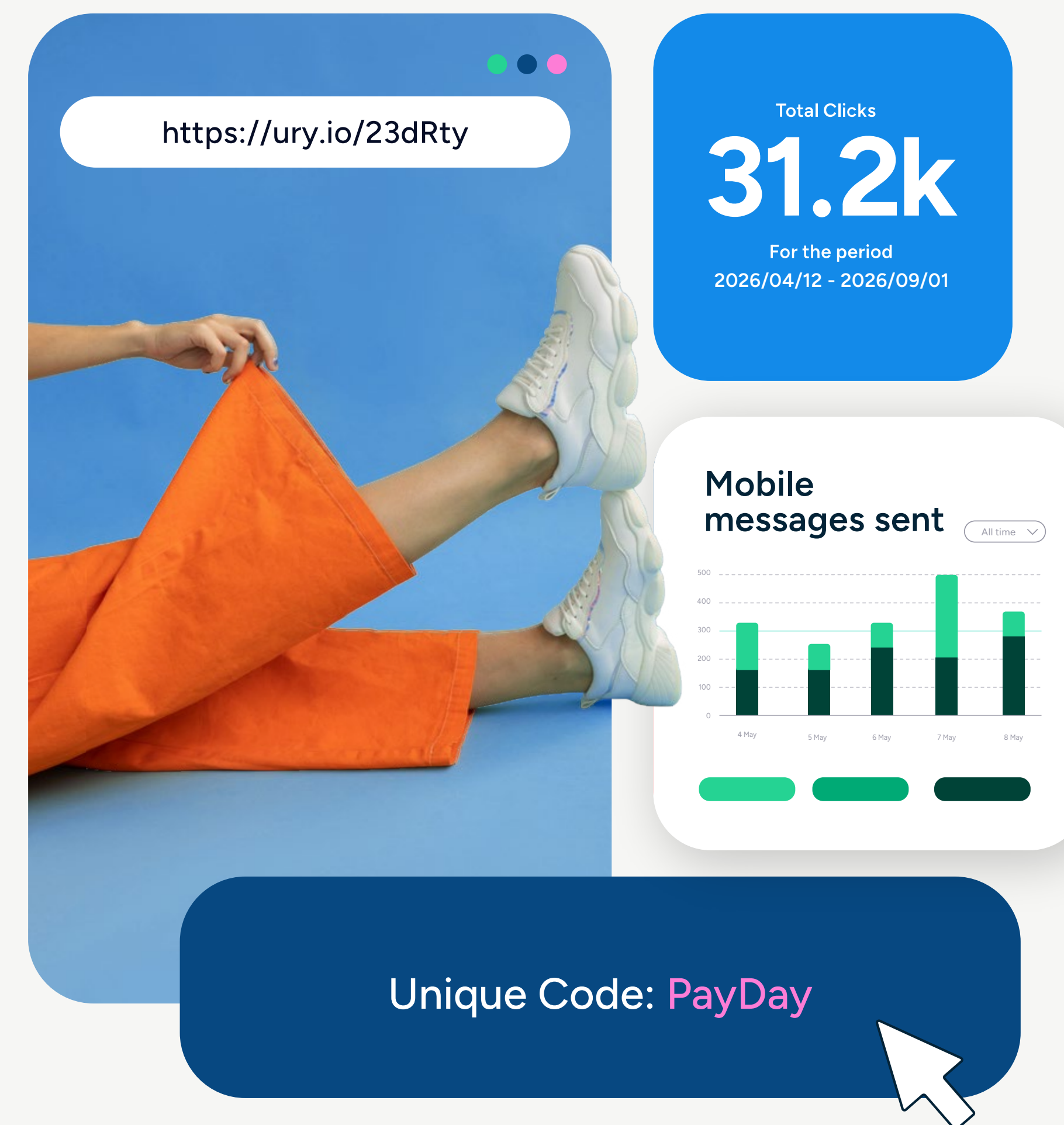
Good choice! One of our sales agent will be in touch shortly.



Measure success

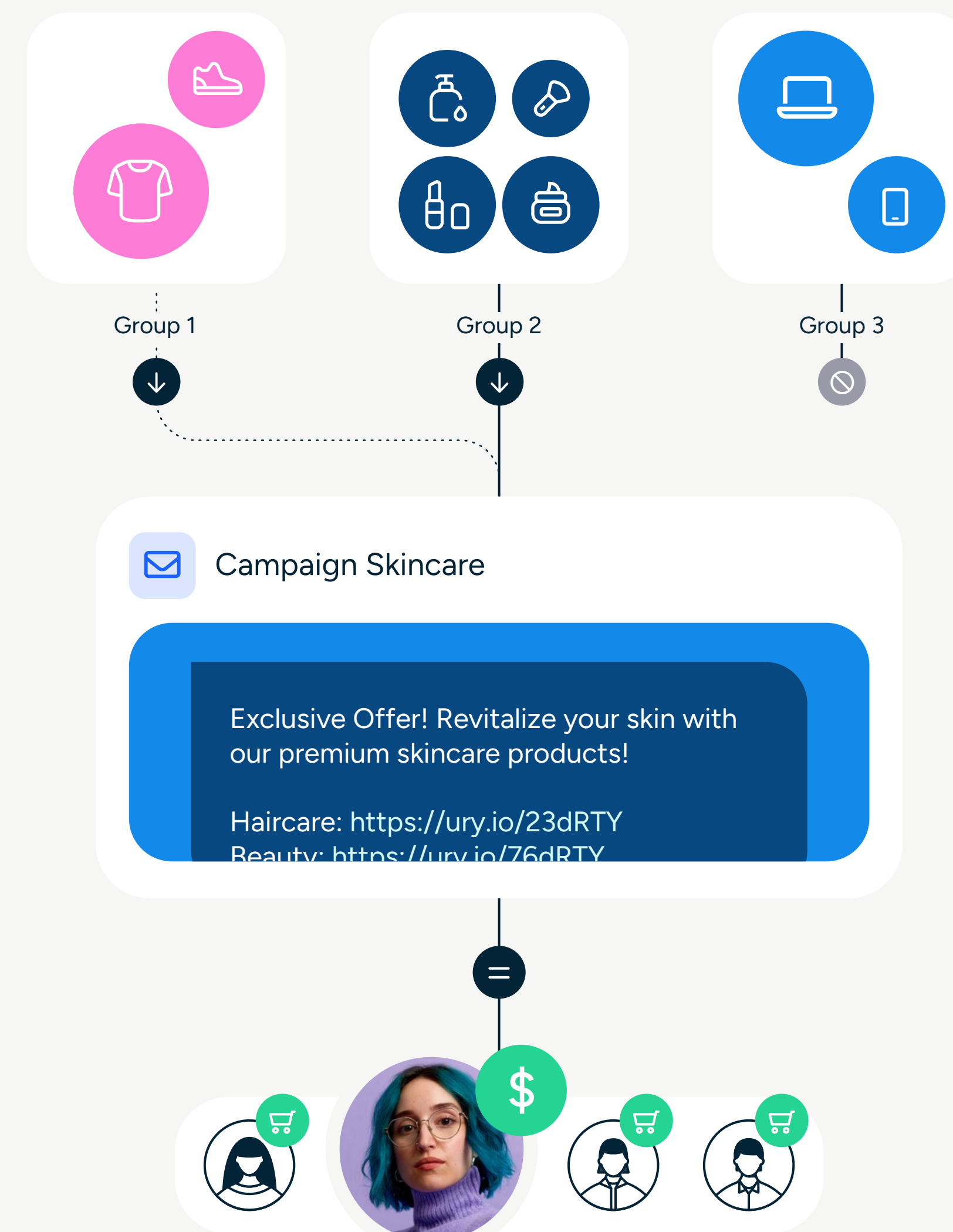
Conversion tracking

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



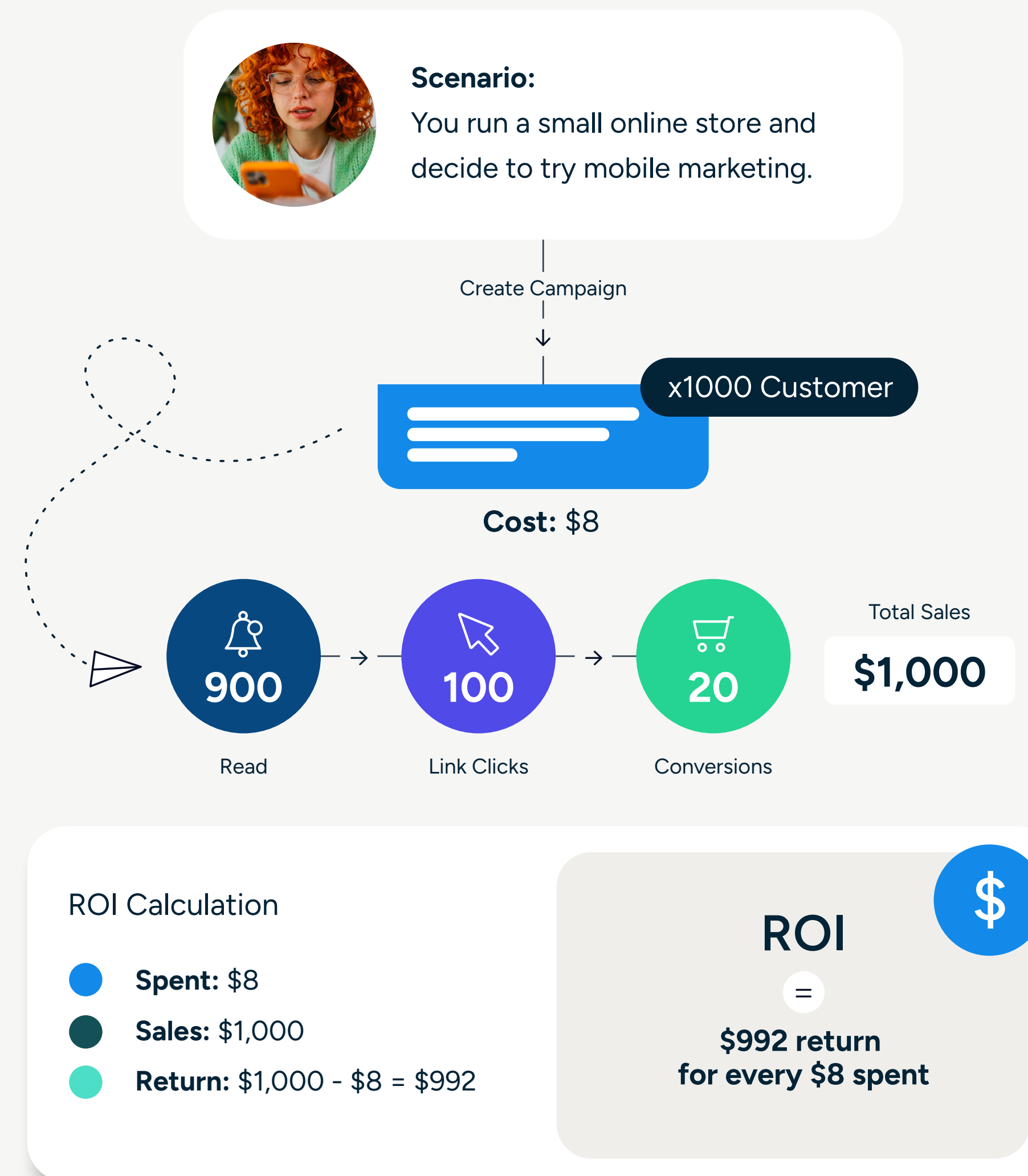
Engagement metrics

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 mobile messaging campaigns by comparing the revenue generated to the cost of the campaign.



This means for every \$1 spent, you got **\$125 back** in sales.

Conclusion

Crafting an effective promotional mobile messaging 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 mobile messaging campaign.

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