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Your ultimate guide to **text marketing campaigns that sell.**
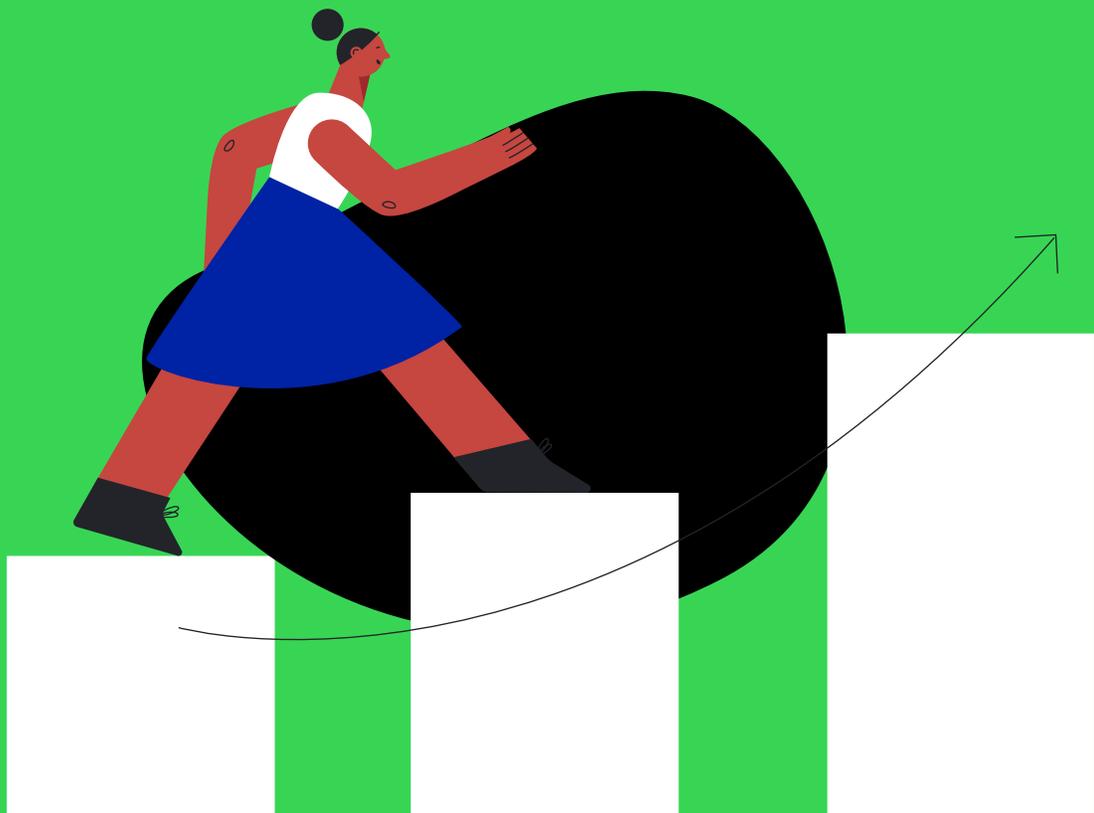
# Launch SMS Marketing Campaigns that Convert

It's important to be aware of different campaign types so you can best leverage the power of SMS marketing. Here are 5 SMS campaigns that will boost your sales funnel conversion rate.
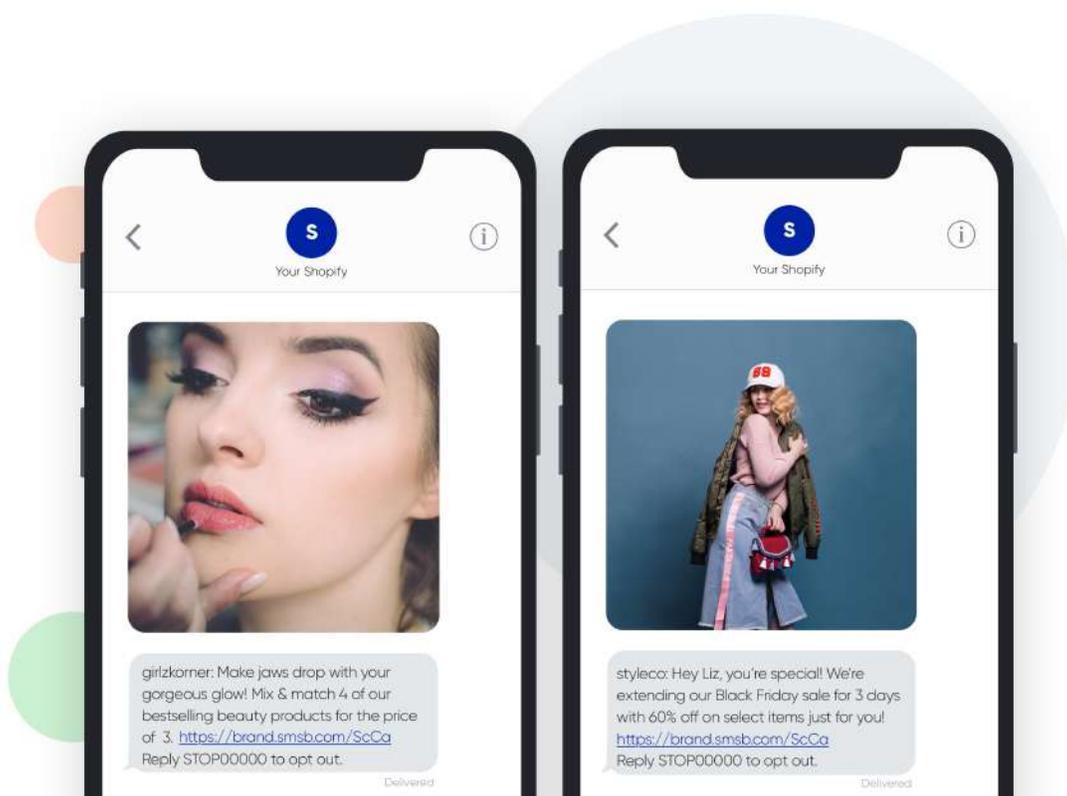
01. **Flash Sales:** A promotion ran for a short time, 2-48 hours, makes customers stock up on additional items.
02. **Holiday Deals:** Black Friday offers a great opportunity to offer irresistible deals.
03. **New Arrivals:** Use FOMO to drive more sales by marketing your newest products.
04. **Targeted Promotions:** Segment customers based on product purchase trends and product interests.
05. **Care Campaigns:** Invite your SMS subscribers to Facebook and Instagram live events, launch feedback collections, announce new store openings.

01. Flash Sales

Every once in a while, when sales slow down, a flash sale campaign can generate the hype around a product that is low on stock, and drive customers to instantly buy it. This is the chance to create a powerful SMS that demands to be opened.
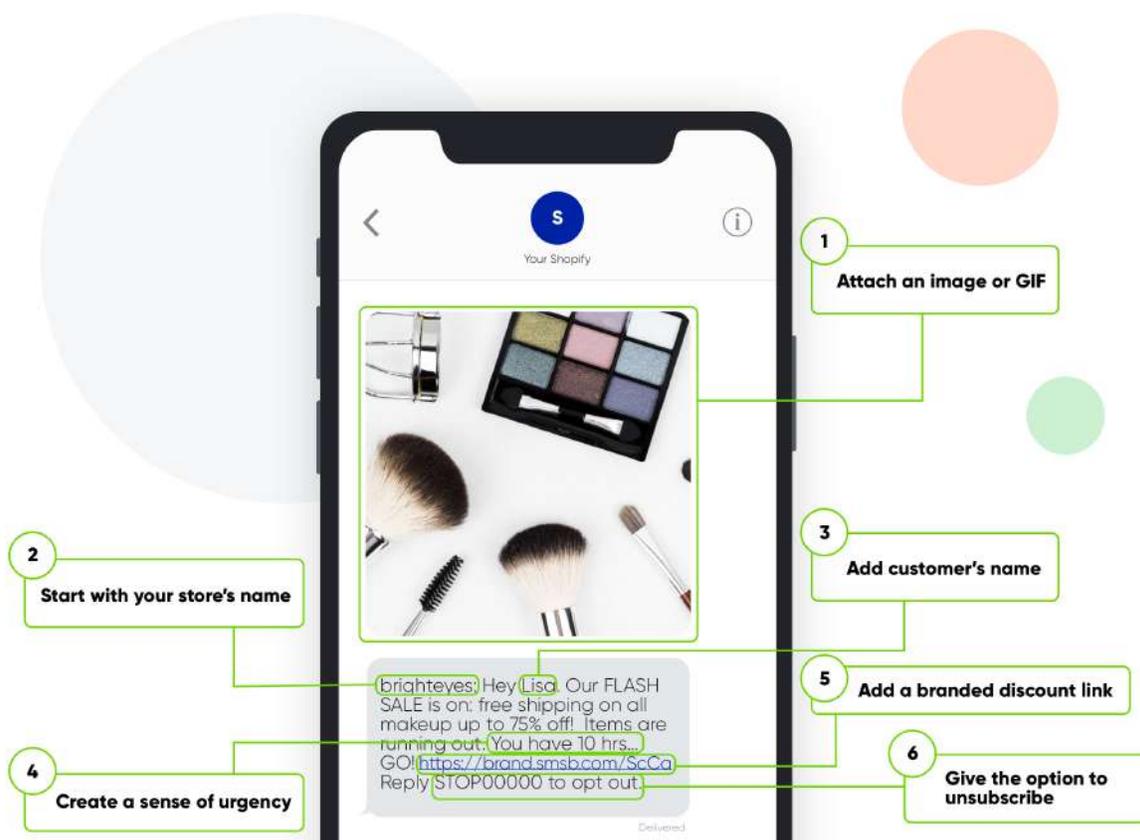
Create urgency

Flash sales are meant to get customers to act fast and make a direct purchase. Let them know how much time the sale will last, make sure it's less than 48 hours, and also mention low inventory.

Make your offer appealing

The sweeter the deal the more likely the customer will click your link. Decide on a fixed percentage or a range and if it will apply to certain products or the entire store.

Attach an image or GIF

Feature the item that's on sale with an image, or a GIF that grabs attention.

02. Holiday Deals

Launching SMS marketing campaigns during the holidays lets you connect with your subscribers on a **very personal level**. People tend to be more perceptive and trusting during this time, so make your deals reach their emotions, and lead them straight to checkout.
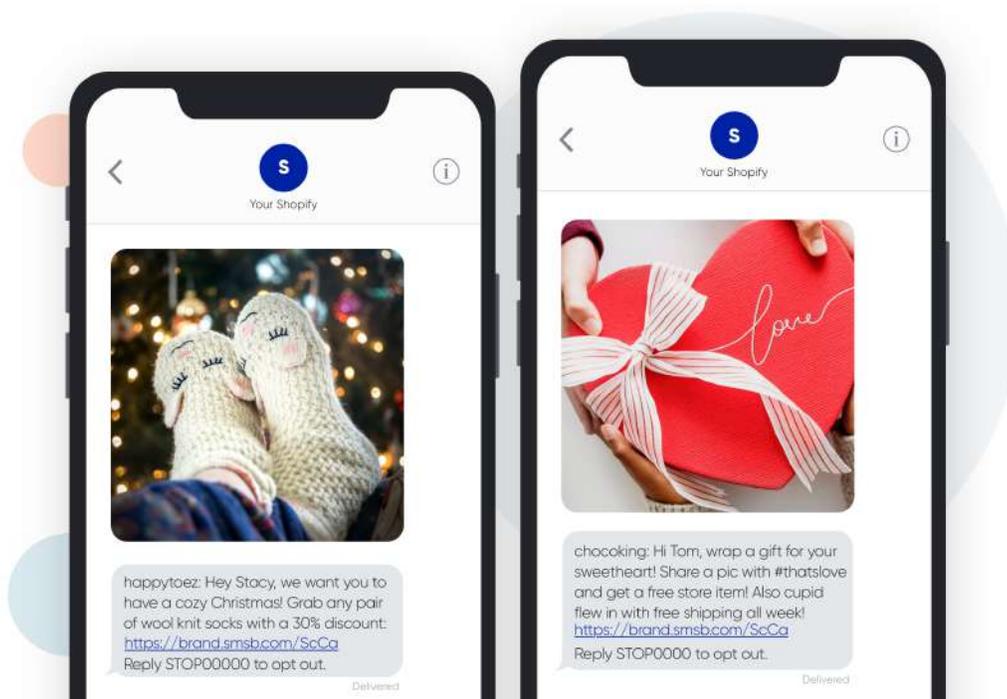
Prepare well in advance

Don't get distracted by the Christmas cheer as it could cost you hundreds of lost sales. Give yourself at least a week in advance to craft a campaign.

Sell the experience

You want your customers to connect with the way the brand makes them feel using your product during this special time and make it a tradition every year.

Extend the sale

Everyone is always rushing to buy things at the very last minute. Give your loyal subscribers a few extra days of the sales discount and they'll feel special.

Last minute gift ideas

Make sure the items are relevant and respect the cultural norms of those celebrating the holiday.

03. New Arrivals

Let your SMS subscribers be the first to hear when stylish new arrivals let them now that hit the online shelves. Give them advice on what products will look good together, and **use the fear of missing out** to write a text message that will motivate them to make sure an instant purchase.
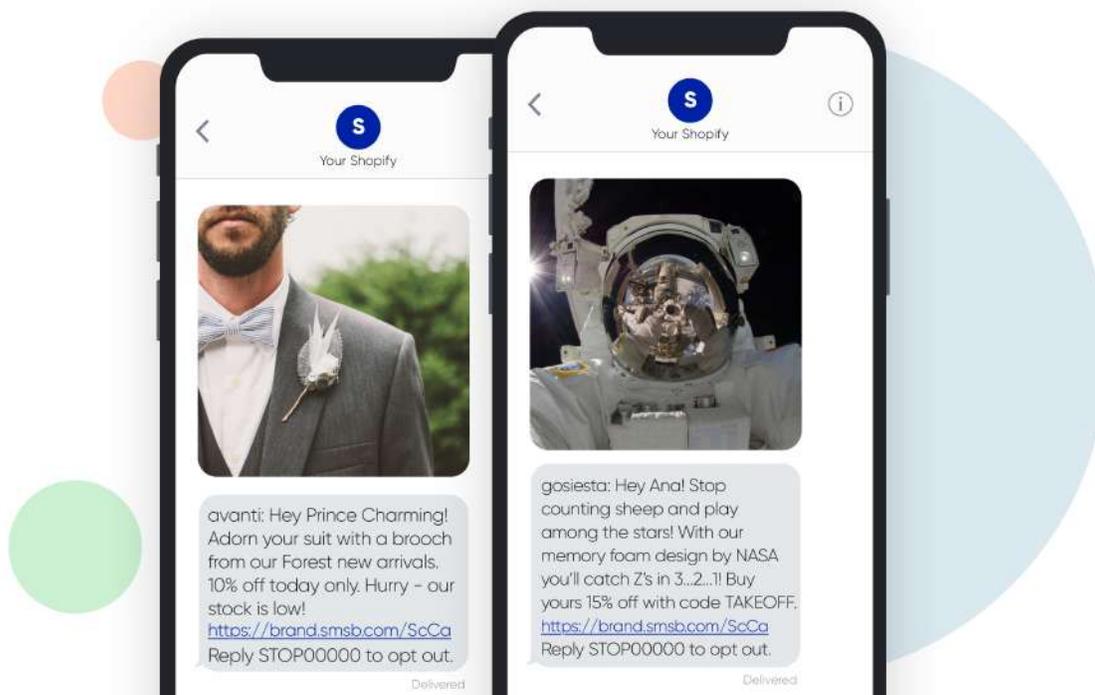

Recall a previous purchase

Remind them of that cute dress they bought last week, and comment how good it will look with one of the bags from the new collection. Let them know that it will soon run out of stock.

Use FOMO: the fear of missing out

Write your message so that it highlights the product's strengths and your customer's need to have it. Make sure you include a strong product image or playful GIF.

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04. Targeted Promotions

Prove you know your customers well and cater to their interests by offering them a truly personalized experience. Segment customers who buy the same products and launch text marketing campaigns on items similar to their most recent purchase.
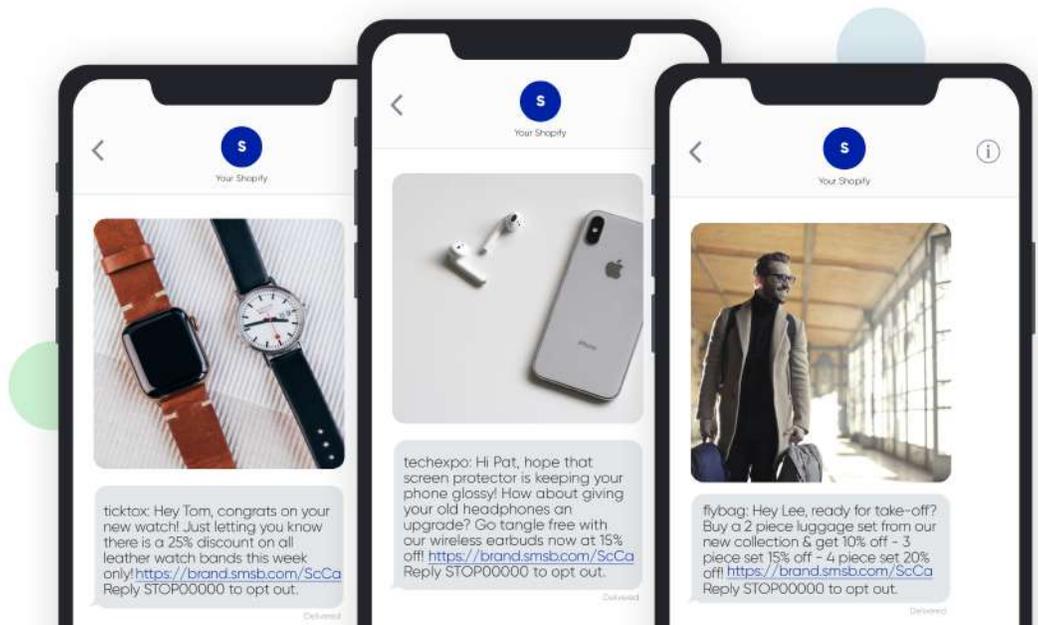
Offer a complimentary item

A customer might have bought a pair of running shoes so why not offer them different colored laces, or a watch band to match their leather bag?

Recommend a higher priced item

Choose a product that you're sure your customer will love and buy, only with a slightly higher price tag than their previous purchase.

Add in Multi-Buy deals

Presenting multi-buy offers is a great inventory reduction strategy which converts old stock into cash. Give customers a deal on a 3 piece set, increasing the discount if they add a fourth item.

Get creative with Mix and Match

By offering savings on combined items, you let product variety guarantee increased sales.

05. Care Campaigns

Show your SMS subscribers you care by keeping them in the loop with Facebook and Instagram live events on your latest gadget releases, gage product interest by launching a feedback collection and announce new store openings to customers located closeby.
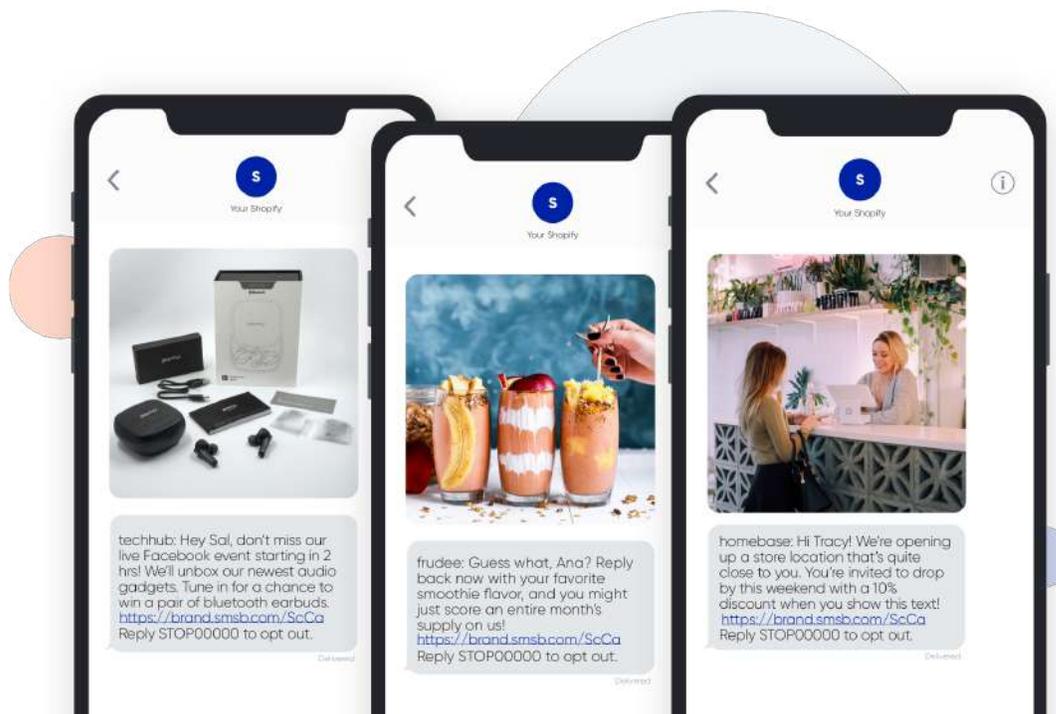
Build anticipation

By announcing a live Facebook or Instagram event a couple of hours before you unbox a new product, you are giving **your subscribers** just enough time to join in while **creating excitement** around your brand.

The win-win scenario

Get your SMS subscribers to text back with their favorite smoothie flavour giving you product insight, while **rewarding** them with a chance to win a month's supply.

A neighborly gesture

Let your customers know you're nearby with a **friendly invite** to your new store opening, along with a discount they can validate at the cashier.

Build Credibility and Excitement with Your SMS

The level of customer engagement SMS marketing brings really depends on the effort you place in crafting your text messages.

Reflect on the type of content you will be sharing with your SMS subscribers — will it be alerts on new gadget releases, links to delicious smoothie recipes, or expert product use tips?

Whatever you decide, make sure that the content is relevant, offers value to your SMS subscribers, and is not merely just another coupon code.
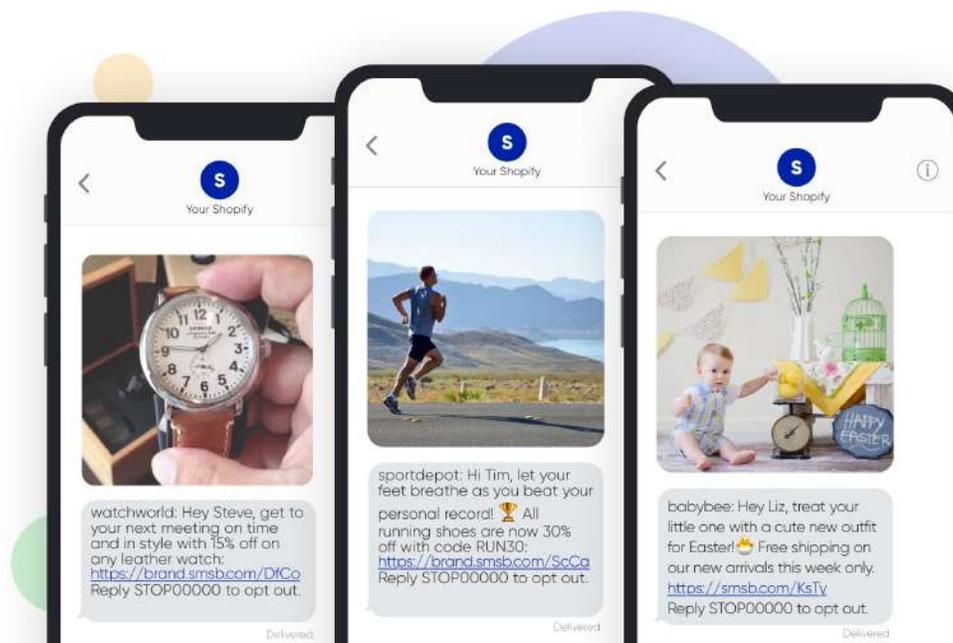
Over time, you want your subscribers to gain your complete trust and anticipate you **reaching out to them with your next special offer**!

To make your text messages more engaging, you can **share YouTube videos** announcing challenges and giveaways, **links to insightful articles**, **inspirational images** and **humorous GIFs**.

Keep in mind though...

that you should set a limit on the number of messages you send customers to avoid any spam reports, and also send them at an appropriate time considering your customer's timezone.

01. Send Valuable and Unique Offers

Aim towards sending **offers, coupons, product advice** and **tips** that are worth opening up the text message for and spending time looking at.

You have to treat your SMS subscribers differently than other customers – they've given up one of their most private pieces of information, so the message they receive should be unique and personal.
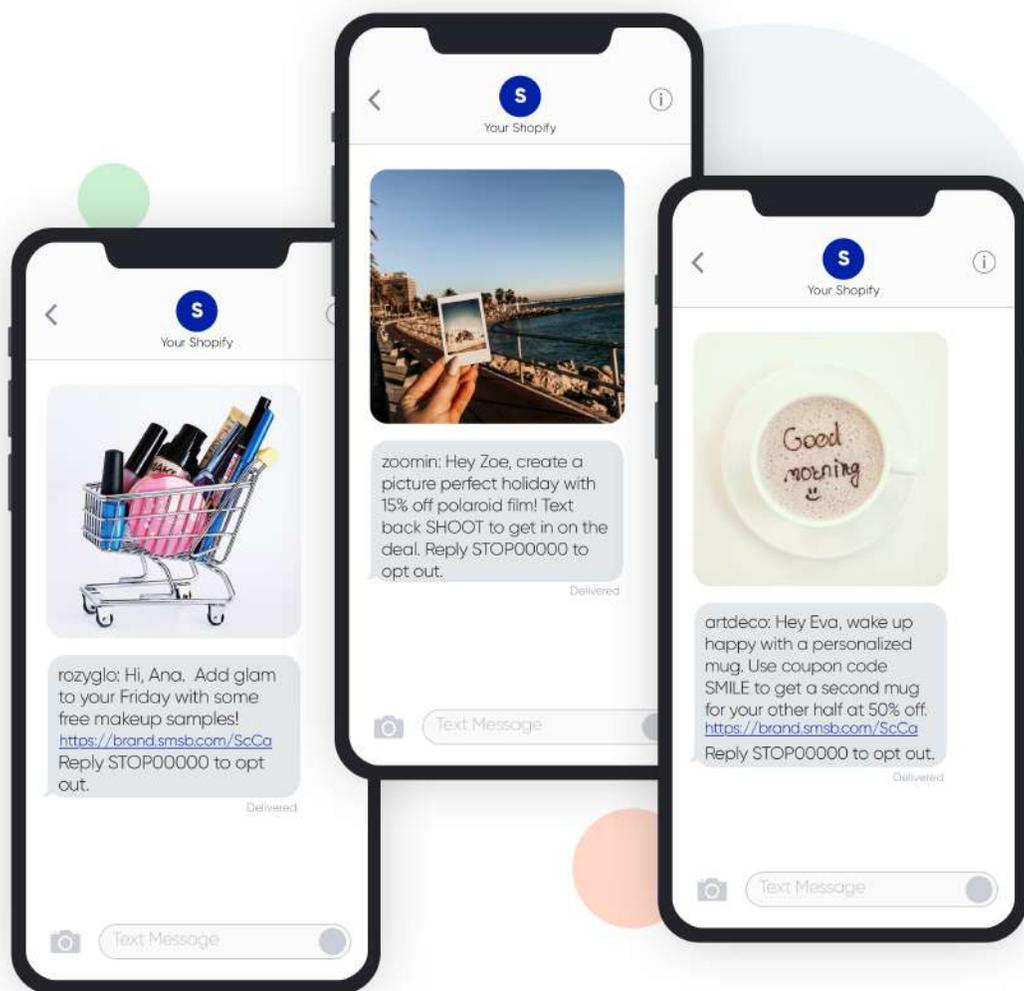

Make it VIP content

Don't send something usually send out to everyone, but only to your loyal customers.

Convincing incentives

Offer them convincing incentives to subscribe for your text marketing service with generous discount codes and the occasional freebie.

02. Add Interaction and Excitement

Inspire customers to take action and purchase a new arrival by including a **GIF** that will instantly grab their attention, or include a **link to a YouTube video** covering the steps to setting up the camera they just bought to capture the perfect time lapse on their next adventure.
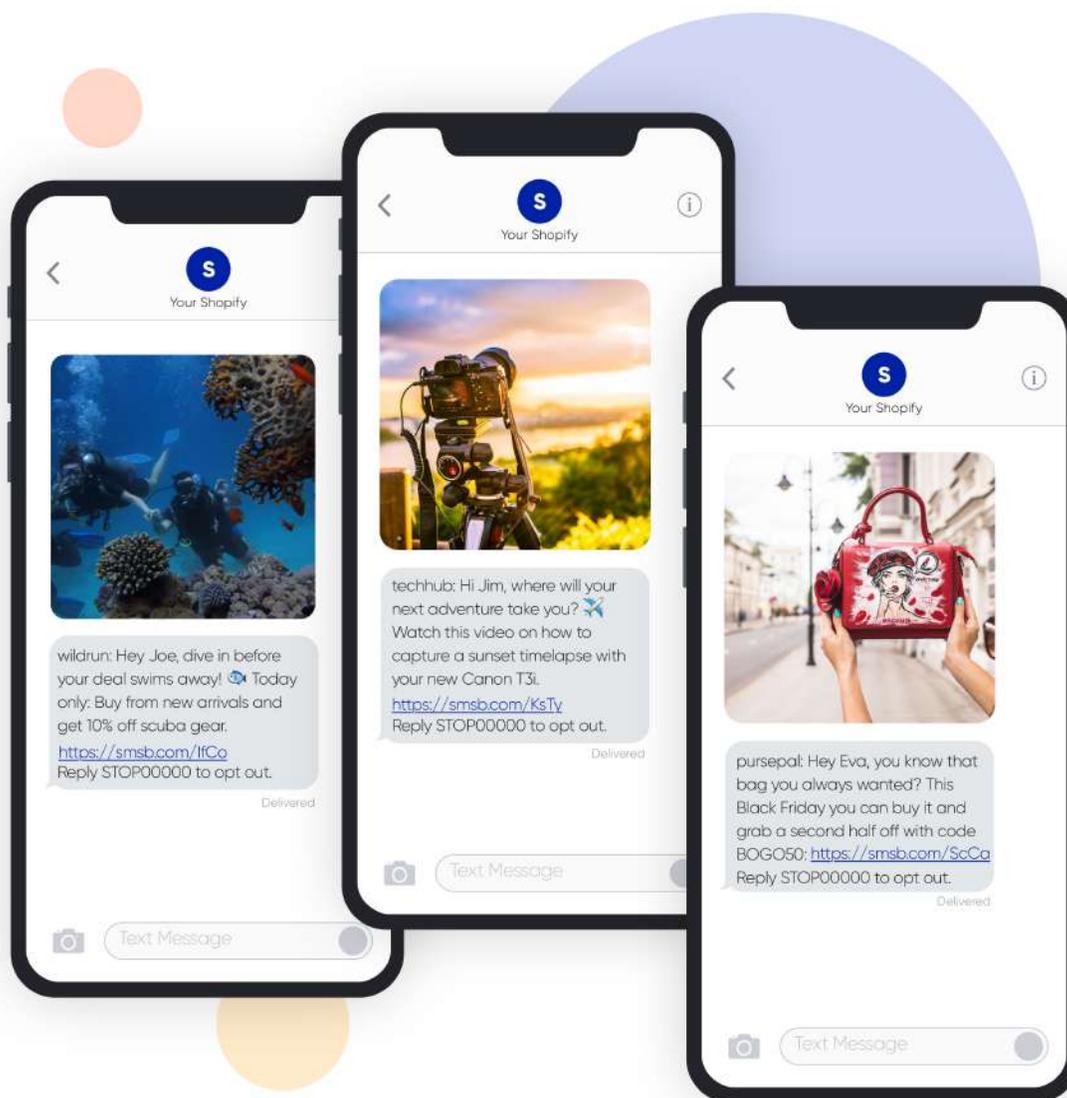
03. Get the Timing Right

While emails may be checked from time to time, text messages receive instant attention. SMS marketing is powerful because it **offers real-time visibility**, so you must consider when you reach out to your subscribers. Here are a few ways you can achieve that.

Quiet Hours

Enable this feature to set a timeframe in which messages will not be sent. We recommend setting it **from 9 PM until 8 AM**. Noontime is the most popular time for sending texts that will get read.

Smart Sending

Avoid overwhelming your SMS subscribers by applying a period of time in which a subsequent message won't be sent in the following X hour/s. The recommended setting is **16-20 hours**.

Customer Time Zone

When configuring your text marketing campaign in **campaign scheduling**, you have the option of launching it at a specific time based on your timezone or that of your customers.

If the latter is chosen, all customers will receive your message at the indicated time in their own country.

Drafts

Want to save a campaign and return to launch it later?
All abandoned text marketing campaigns will be saved as drafts which can be edited and sent at a later time.

Effective language use in your SMS campaigns

An SMS marketing campaign is only as powerful as the text message being sent. That's why its **content must be well thought out**. Ask yourself, what point do I want to get across to my customer? Also, what mood and tone do I want to set?

When you manage to choose and **combine the right words** to present a strong CTA, highlight your product strengths, and add in some personality, you're on your way to using language as your tool for increasing sales revenue.

1 ### Presenting a Strong CTA

Unlike an email blast, a single standard SMS allows for a maximum of a 160 character length. An MMS is most effective at around 300 ch. At first, that may seem discouraging but this limitation allows you to create a direct call to action that drives customers straight to checkout. It also pushes you to think outside of the box, resulting in a more engaging SMS marketing campaign.

2 ### Adding personality, humor and emotion

How nice would it be receiving a text message with a funny joke and a 10$ coupon from your favorite store, after a stressful day at the office? Perhaps you're having a very bad hair day, and you receive a GIF of a poodle getting blow dried along with a 30% coupon on hairstyle products saying:

"Having a bad hair day? Just remember… it will all blow over tomorrow. Get 20% off all hair styling products today only!"

Be humorous and lighthearted and over time, your customers will start to form a familiarity with your brand's unique personality. Don't forget to add emotion! Instill a sense of urgency and rarity by using phrases like "act fast", "stock is running low".

3 ### Highlight Product Strengths

Add facts and allude to any technical specs that bring clarity to the item's use and performance. Providing social proof is a way to convince customers that others value your product's quality and that it is worth buying.

Choosing your SMS campaign target audience

According to your specific marketing goal, you will be targeting a different set of your customers. Will it be a flash sale announcement sent out as a bulk message to everyone? Or will it be an exclusive deal sent to a segment that has an interest in a certain collection?

Maybe you'd like to send a quick thank you message to only a few of your most loyal customers. Whatever the case, make sure your **audience corresponds to the outcome** you are seeking.
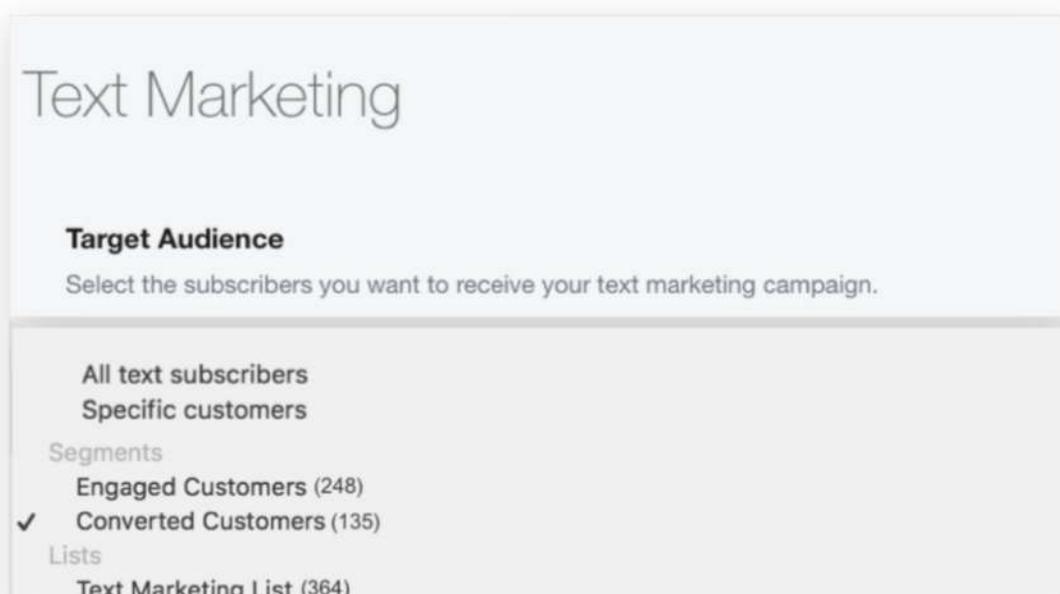
All Text Subscribers

Launch a campaign to all of your SMS subscribers announcing a large promotion or storewide sale.

Specific Customers

Send a quick thank you message to a few numbers or a secret deal to your most loyal customers

Lists and Segments

Text your imported lists from Klaviyo or Mailchimp, or target a segment offering them a deal based on their shared product interest.

01. Bulk Campaign to All Text Subscribers

If you've got a big storewide promotion coming up and you'd like the widest exposure, a bulk campaign to all your SMS subscribers is the right choice. Here are the steps to launch your campaign.

01. From the SMSBump side menu select **text marketing**, then select **All text subscribers** under **Target Audience**.

02. In the **Sender** field you can choose from who the message will be sent. Select either **SMSBump, your phone number**, or tick **use a custom sender** which will let you write your store's brand name (11 chars max).

Target Audience

Select the subscribers you want to receive your text marketing campaign.

All text subscribers

Sender

Select the Message Sender (Campaign Source). U.S. messages are sent via 81787.

SMSBump

Enter your biz name /no spaces max 11 chars/

☑ Use a custom sender

03. Next, you can **choose when to send the campaign**: either now or set a specific day and time later. You can also choose to send the campaign based on customers' timezone by ticking the box.

04. Enter a campaign name if you want to track your results easily in Google Analytics.

05. Enable **Smart Sending** if you'd like to avoid sending customers messages in the following hours you've set in SMSBump's Settings menu.

06. Attach an image or GIF. **1600** characters available for MMS. (This feature currently works for US recipients only).
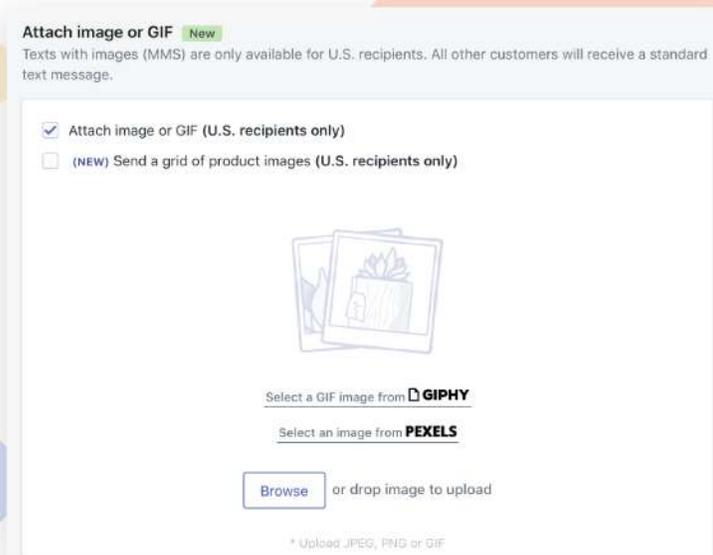
07. Write your campaign message while keeping an eye on the **Strength Meter**. It will display either medium or powerful with tips on what to include in your message to make it stronger. You can preview the way your text will display on the phone to the right.

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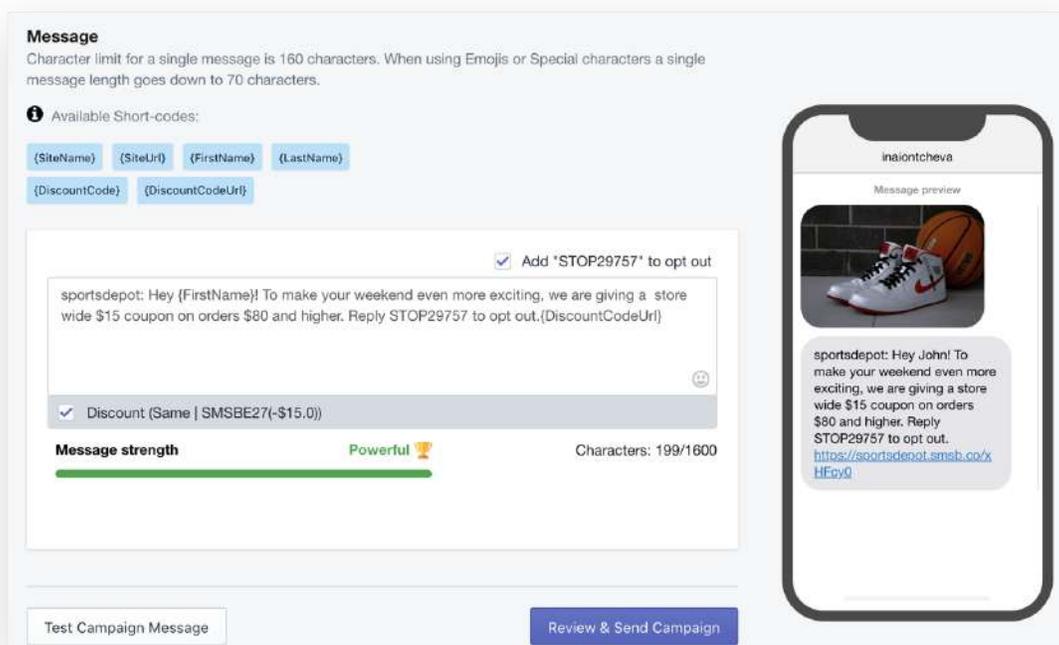
08. Click on **Test Campaign Message** to send a message to yourself and see how the text will appear to your subscribers before you launch it. Choose your phone number and press OK.
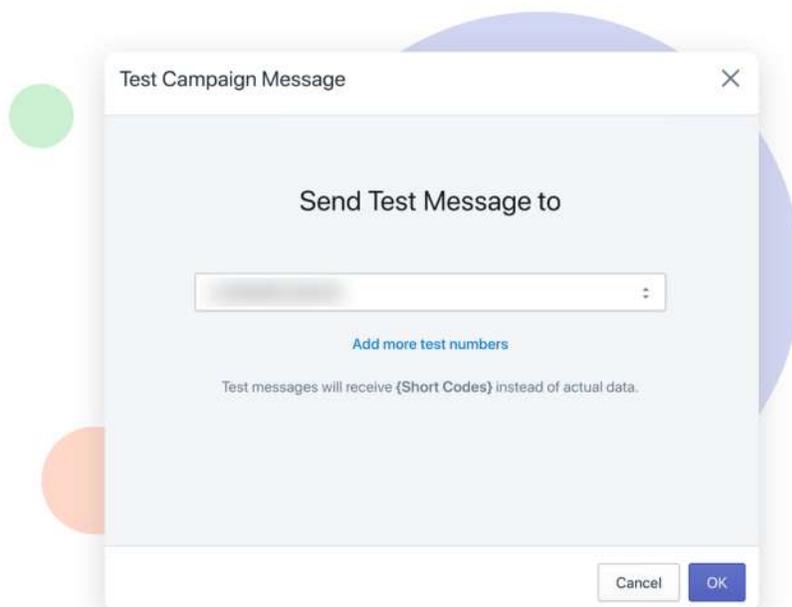

09. Click on **Review & Send** to review the details and cost of your campaign and click **Send now** to send your text marketing campaign.
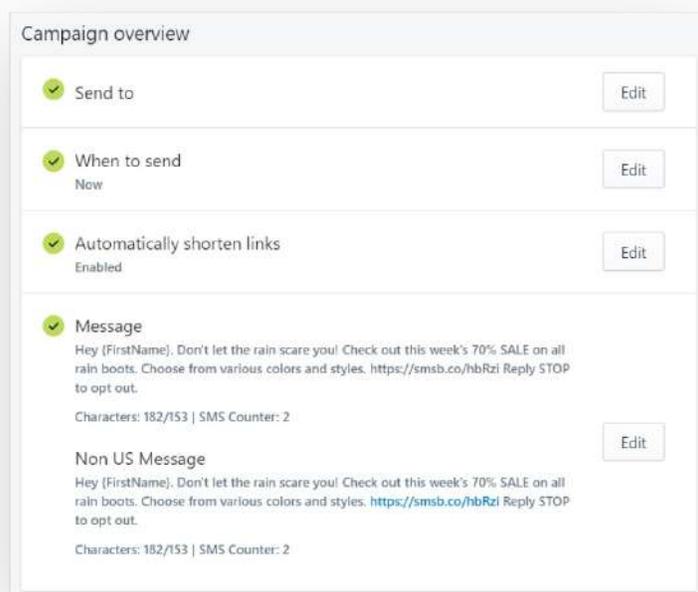
02. Specific Customers

Launching an **exclusive promotion** to your most loyal customers is as simple as typing in their name. When composing your message, make sure to offer a generous deal that will make them feel valued.
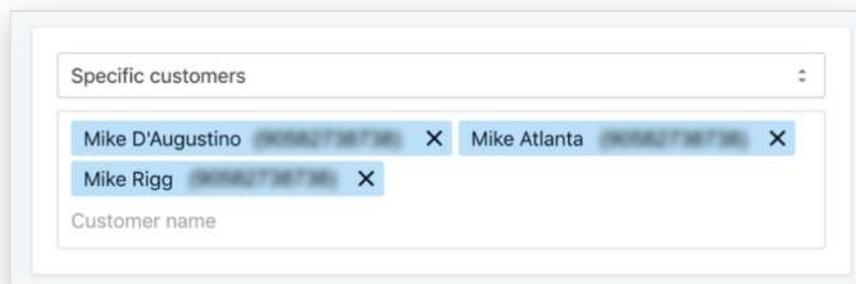
03. Lists and Segments

You can send SMS campaigns to imported lists from **Klaviyo or Mailchimp** and target **specific segments** based on customer behavior, customer attributes, location and more.
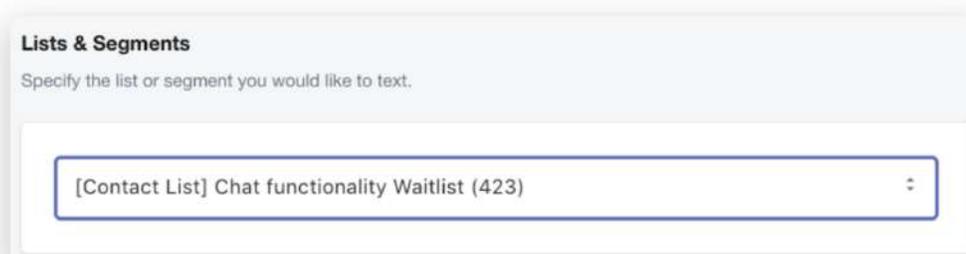

The main difference between lists and segments is that lists are static and are uploaded, while segments are dynamic and fill up with contacts responding to the rules that you set.

Important...

When uploading lists from MailChimp or Klaviyo make sure you **consult the SMSBump team** to ensure full compliance.

04. The Power of Segments

SMS segmentation is an effective tool that **maximizes your ROI** by focusing on specific customer groups.
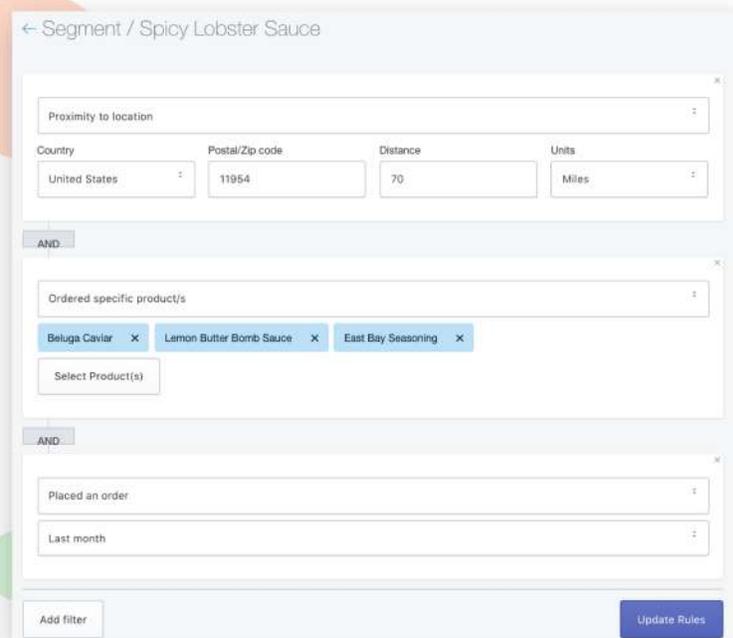
For example...

if you're selling seafood sauces, segment your campaign based on location and market your product to the coastal regions; if you're selling ski equipment, target customers in mountainous regions.

Geographic segmentation

increases sales by offering your product to an audience that will definitely buy it due to the link between location and product interest in their area.

Customer behavior

segments reflect customers' past activity. With the not ordered since filter, give idle customers an incentive to buy with a product discount. Use the offered specific product filter to offer a new arrival based on a past purchase interest.

Customer attributes

segments allow you to focus your attention and use your credits on customers that matter. Send your campaign only to customers with enabled Shopify accounts, customers with unique tags (i.e. high spenders), and activate new subscribers.

To learn more about the different segment filters, consult our lists and segments ebook.

05. Effective Segmented Campaigns

Every SMS marketing effort reaps its rewards. Here are a few examples of **text marketing campaigns** using targeted segmentation filters that convert:
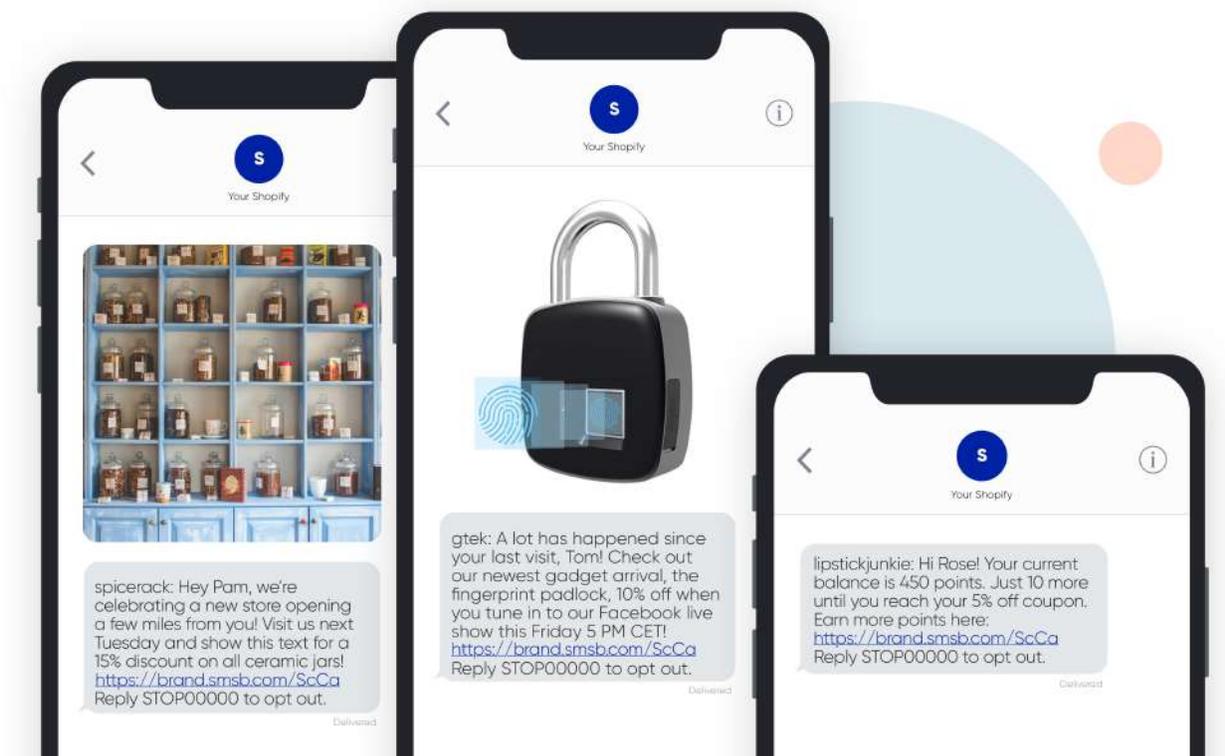
Announce a new location opening to customers that are near your brick and mortar store by setting a segment filter proximity to location. Simply choose the country, zip code and radius distance from your store to reach all relevant customers. Reveal your store's address only after a subscriber clicks on your branded link.

Schedule a Facebook or Instagram live show which showcases a new product. Invite customers who haven't made a purchase in the last month with the not ordered since filter.

A plain text SMS can be very effective when you'd like to focus a customer's attention on a strong CTA. In that case, use the reward points segment as a quick reminder of a customer's points status, inviting them to make a purchase. You may also choose to present a promo code with a link to a product page.

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WHY SMSBUMP?

SMSBump is a robust E-Commerce app for SMS marketing and automation that recovers revenue, boosts marketing ROI and grows your Shopify business.

Full TCPA, CTIA and GDPR Compliance

SMS marketing requires E-Commerce merchants to take a few steps to ensure their Shopify stores are compliant with international laws. SMSBump ensures to inform you about each compliance step and will help you in person in case you need assistance setting everything up.

If you're on Shopify and want to accelerate your business growth, check what SMSBump can do for your online store and start your SMS marketing strategy today!

CONTACT US

smsbump.com
mike@smsbump.com

f Facebook

Instagram

in LinkedIn

Twitter