

4 Easy Steps To SMS Marketing

What To Do, Why & How



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Introduction



SMS marketing has proven to be highly effective across a host of industries. The text is still king, regardless of the sector you are in. With more people in the world owning a mobile than a toothbrush, the addressable market that you can reach with SMS is huge.

Whether you are creating your first campaign, or looking to improve your SMS marketing tactics, here are a few tips we have learnt along the way from a variety of real businesses to make your SMS marketing campaigns rock and turn your texts into business.

You may currently be using a mix of marketing tactics for your business, including a presence on social media, email blasts, promotional flyers, word of mouth, and others... But why should you include SMS in the mix?

Step 1

Get Noticed & Be Memorable



Did you know that 98% of all SMS messages are read? This is compared to:



29%



22%



12%

This evidence shows how important it is to take advantage of this valuable opportunity in attaining and maintaining the attention of your customers.

Why Is It Important To GET NOTICED?



In order to raise awareness about your business among your target market, it's crucial you have a channel that has the ability to reach a wide audience. Consumers are constantly looking at their phones, so readership is much higher for SMS than for other communication channels.

In conclusion: SMS marketing is a highly effective way to get noticed!

Why Is It Important To BE MEMORABLE?

Me again!



Reaching out to your customers frequently will increase brand awareness and encourage brand recall, which increases the probability that the next time your customers need an appointment, they'll think of you.

The more familiar your customers are with your business, the more likely they are to think positively about it. Therefore, you should regularly reach out to your customers.

Customers are 6X more engaged with SMS than emails.



SMS messages from businesses tend to have a low opt-out rate compared to emails, which customers can bulk delete or unsubscribe from. This means that you can use this medium to reach out to your customers over a longer period of time.

Emails and social posts can be more easily ignored compared to SMS. It is important that your messages are not just received, but also that your customers engage with them.

What Should I Send?



CONTENT IS KEY.

This will vary between businesses and depend on what you are trying to achieve with your campaigns. Regardless of the type of message that you are creating, always ask yourself:

→ **“Am I providing value to my customers?”**

This is extremely important, whether it's a special offer, a referral code, or a quick and easy link to make a booking, providing value keeps your customers engaged and means you're not spamming them.

Make sure that you have a clear purpose to your message.



With SMS you have a limited number of characters and a small screen for your message so you need to get to the point (and quick). Working within the character count can be quite tricky and may take some practice so allow yourself some time to get this right for your first few campaigns.

TOP TIP

“ Test your messages before sending them out, perhaps by sending a sample to a friend or colleague for helpful feedback. ”

Step 2

Build Loyalty

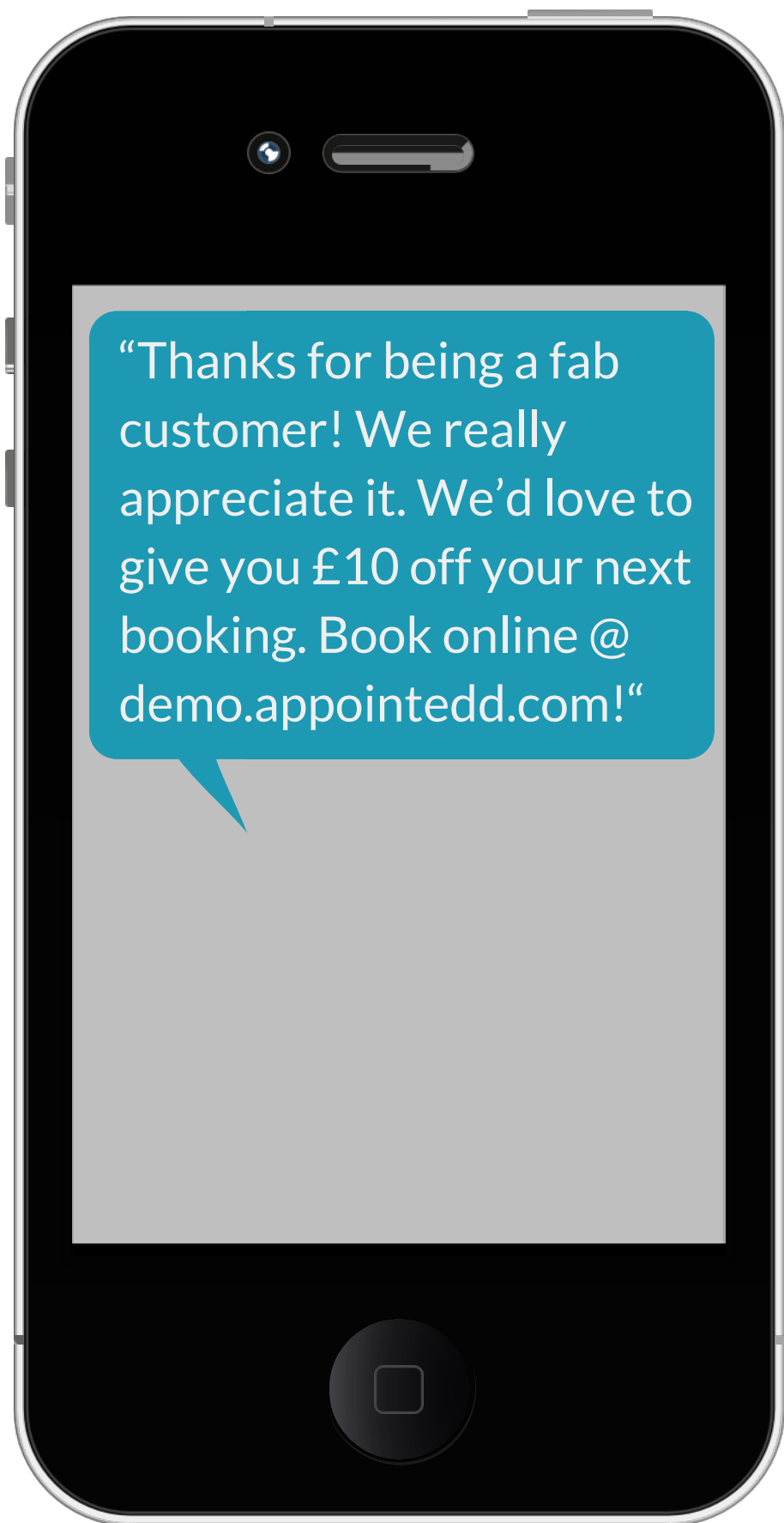


Achieving repeat business is crucial for businesses to survive and grow. Retaining current customers is much easier and cheaper than constantly trying to reach new ones. It is important to incentivize your customers so that they will keep coming back again and again.

One way that you can build up loyalty is by offering exclusive promotions to long-standing customers. For example, why not offer a free or discounted service once a customer has had five bookings with you?

Example Of SMS

Here is an example of an SMS notification sent to all customers once they have had five bookings with Mi Salon.



You can use SMS marketing tools that are integrated with your diary so that messages like this are automated for you. In this case, as soon as a customer has had their 5th appointment, this message is automatically sent from Appointedd.

Create A Clear 'Call To Action'



It's important that you have a call to action in all of your marketing messages - your customers need to understand what action they should take. Think to yourself, what kind of response do I want to get from my customers? Is it to redeem a voucher? Read a piece of content? Book an appointment?

Links in SMS have a high click-through rate compared to other channels such as email and social media posts, so they could prove more effective at getting your customers to respond to your marketing messages.



The call to action will often be to book an appointment. Offering a link where customers can book online will provide a seamless experience, rather than a link to an email request form or a telephone number where the user has to work harder to complete the process and may lose interest.

Did You Know?

There are online booking tools you can use that are integrated with your SMS marketing system making the entire process automated.

Step 3

Get Personal

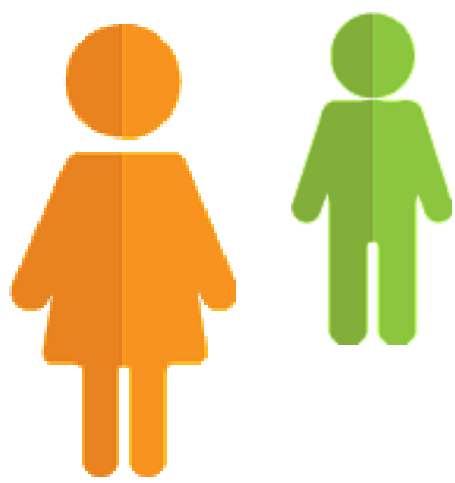


Sending a message using SMS provides you with an informal platform to get in touch with your customers. Your tone of voice and content can be fun and relaxed compared to your website and email marketing. Take advantage of this by using a friendly, chatty tone. Your customers will appreciate this – we’re all human after all!

You can ‘wow’ your customers with friendly SMS messages that are personal to them.

There are a number of ways you can do this, so why not get creative? You could send a Happy Birthday text with the gift of a special offer on their birthday for example.

Know Your Audience

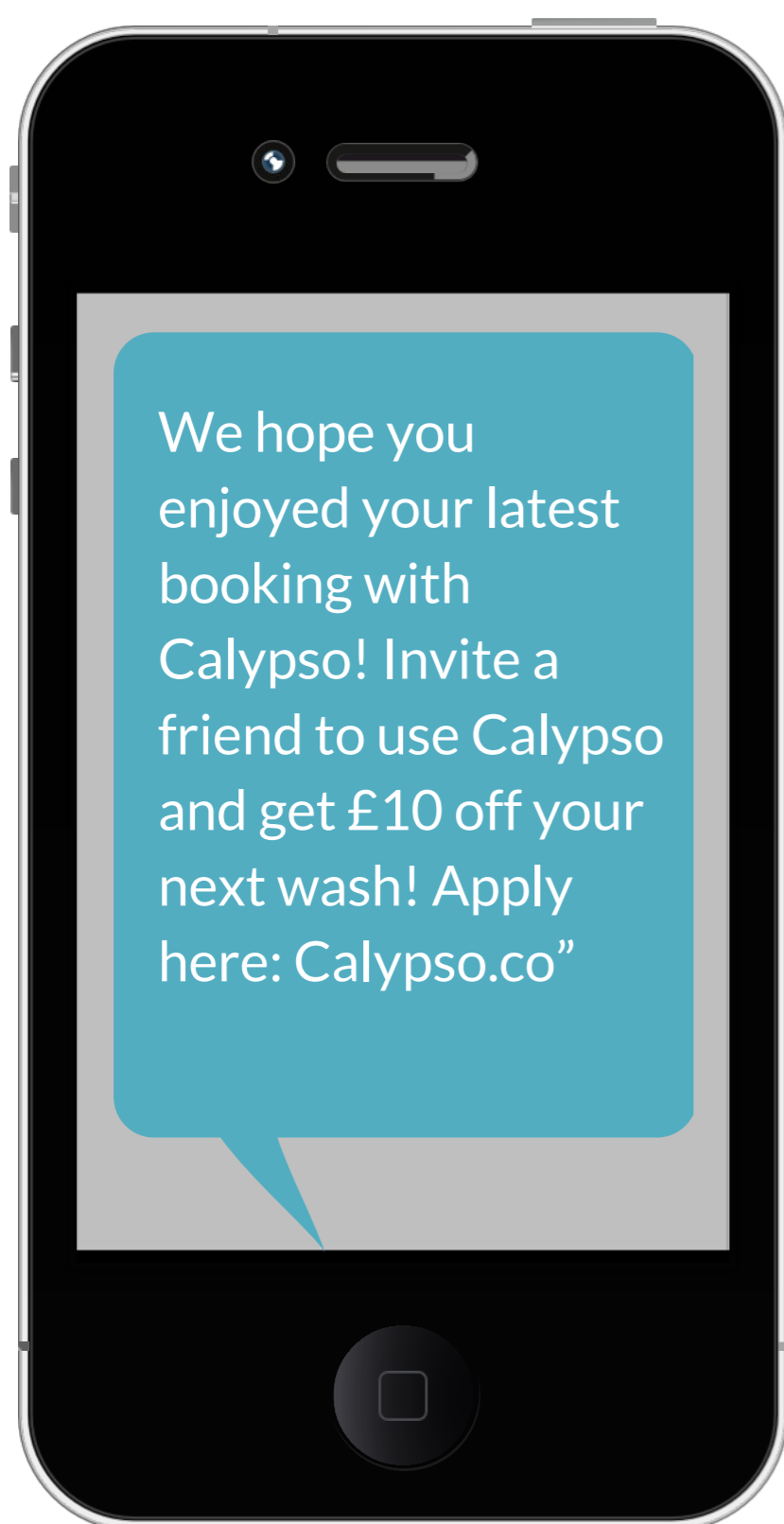


To give your marketing messages the best chance of success, make sure you're sending the right information to the right people at the right time.

Using a tool that integrates your SMS marketing system with your CRM (customer relationship management) tool will help keep your data in one place and up to date.

With Appointedd, customers can be filtered based on their interactions with your business and demographic information. This includes the number of customer bookings and the last staff member to see the customer. This allows you to set-up automated messages that are sent to customers at key touch points.

SMS Examples



For example, this automated SMS notification is sent from a car valet service, Calypso, after customers have had their 3rd car wash.

With Appointedd you can also target customers based on demographic information, including their gender or their birthday!

For example, Pure Spa automates birthday texts to invite customers to enjoy a discounted spa day. Targeting your customers like this makes your marketing much more intelligent and ultimately more effective.

”“With your birthday just around the corner treat yourself to some R&R with 10% off on us! Happy Birthday :) Book online @ pure.appointedd.com coupon: HB”

Building Loyalty = Builds Relationships



Automate Your Marketing



Timing Is Everything

Automate Your Marketing



Are you sending out automatic messages?

The ability to send a message that is triggered automatically following a customer interaction with your business is extremely powerful.

Use a tool that allows you to create tailored messages like the earlier Calypso example which automatically send an incentive whenever a customer has their Nth appointment with the business.

Using an automated system not only increases the consistency, immediacy, and accuracy of your messaging, it also saves you hours every month that would otherwise be spent creating and sending these messages manually.

Timing Is Everything



How often should you reach out to your customers by SMS?

It has been suggested that 2 texts per month is an optimal number for most businesses, however this will depend on your service and the kind of campaigns that you are running. It's all about testing. Find out what works for your business and make sure to ask for customer feedback.

Be consistent with the number of SMS you send to your customers every month so that your customers know when they can expect to hear from you. You can build this timing into your marketing schedule so you can spread your activity across the month.

So when should you press the big red button? There is no golden rule about what day of the week or time of day to send SMS. What we do know is that texts tend to get read soon after receipt so make sure you send at a time you think the customer will have time to act on the message.

Step 4

Use Promotions



Special Promotions

Last Minute Promotions



Special Promotions



Your customers are most likely inundated with special promotions.

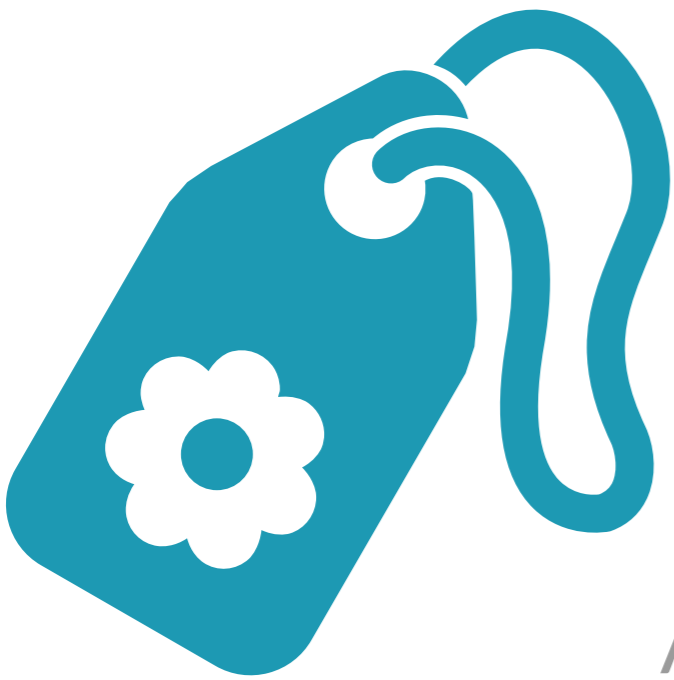
The majority of businesses do this with email marketing, making it very difficult to compete in your customer's inbox! If you want to cut through the noise and be noticed, SMS is the way to do it since fewer businesses promote their services and offers via SMS compared to other channels.

This makes it more likely that your customers will actually notice and make use of your special offers and drum up more business for you.

In fact, it has been suggested that coupons distributed by SMS are 10x more likely to be used than other channels such as mail or newspaper.



Last Minute Promotions



As an independent business there can be ups and downs in demand that you can't always plan for in advance. Smoothing out demand so that you're not rushed off your feet one minute and twiddling your thumbs the next can be a challenge. If you find that you are unexpectedly having a quiet period, why not send a marketing message to fill the gap?

Did you know? Text messages are read on average within 5 seconds of receiving them, so you are much more likely to get those last minute slots filled with SMS.



The Next Stages for Your Business...

SMS marketing is not just for larger organisations, it can be highly effective for smaller businesses too. There are a number of tools that have been created that make sending SMS campaigns affordable.

SMS marketing campaigns are also quicker and easier to create, making them small-business-friendly as there is no need to create attention-grabbing visuals or catchy subject lines as you do with email marketing.

But there are still some tips for making a splash with SMS marketing that are important to know. Our great, easy-to-follow guide will take you through all the steps to help you run a really effective SMS campaign.

[Get Your Guide](#)

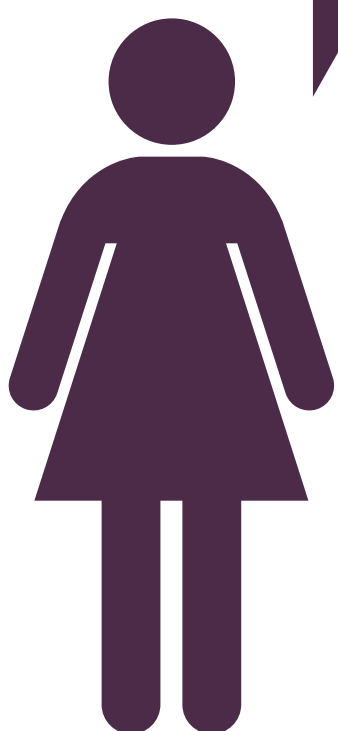
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“The SMS marketing tool allows me to promote special deals to help fill gaps or quiet days and in many ways gives an instant reaction”



– Charlotte Colley, Beauty By Moonlight, Using Appointeddd



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