

A stylized illustration of an old dog, possibly a bulldog, wearing a dark suit and tie. The dog is holding a smartphone in its right paw. The phone's screen is lit up and displays a white envelope icon on a blue background, representing an email. The entire illustration is set within a circular frame with a brown, textured background. The overall style is graphic and modern, with bold outlines and a limited color palette.

TEACH AN OLD
DOG NEW TRICKS:
SMS & EMAIL

a guide by Maxmail

What's Inside

Hi. So you're sending email campaigns to communicate with your customers. Are you designing emails for mobile? You should be, 43% of emails are being opened on mobile now and this number is growing. Smartphones have transformed consumer behaviour. You need to understand how consumers are using smartphones.

You need to know how to engage with your customers across multiple channels to maximize value for your brand. Mobile is not an emerging channel. In this guide you will learn:

- How to build a SMS permission based list
- How to create an SMS opt-in campaign
- How to measure ROI of an SMS campaign

Need help? Contact our [support](#) team or if you prefer, our [Support Docs](#) can take you through step-by-step.

Welcome to relationship marketing. Let's get started.

Share this ebook!



How to get More Customers More Often

Your brand is the sum of all interactions your consumers have with you. Building and maintain customer relationships requires creating memorable ongoing brand experiences. Let's look at how you can do this using text message marketing.

Drive sales online and to brick-and-mortar stores

Mobile customers spend more, more often. Send customers to your online store or brick-and-mortar store via text messages. Text special offers, discounts to mobile subscribers. If you have stores in various locations, use localization to highly target your messages.

Provide superior customer service

Have a restaurant, cafe or fast food joint? Use SMS to enable table bookings or ordering ahead of time. In the service industry? Help customers keep their appointments with you by reminders via text. Repaired shoes or a car?

Share this ebook!



Let customers instantly know via text. No wasting time with calls and leaving voice messages.

Manage your events

Use email campaigns to send event invitations but then once you have a list of attendees and their mobile numbers you can communicate using text messages during the event. This enables you to easily communicate with your event attendees and continue to create memorable brand experiences during the event.

Give stuff away

Offers sent via SMS are 10x more likely to be redeemed and shared. The mobile phone company Orange offered their customers 2 for 1 movie tickets upon request via a SMS code. The campaign increased customer retention and created an association with their brand and the social activity of going to the movies.

If you're going to offer something, make it awesome and relevant to your customer. It should be a positive brand association that creates a positive brand experience with the consumer.

Share this ebook!



Building a Permission Based SMS List

Unless you have permission to send, it is spam. Whether you are sending emails or text messages, you need people to **opt-in** to receive messages from you. This is how you build your permission based list.

To achieve a high opt-in rate include a clear call to action and give a reason for subscribing to your mobile database. For example Seattle Sun Tan created an attractive offer “\$20 off your next purchase” to encourage opt-ins and higher value purchases.



Share this ebook!



Promoting your SMS Campaign

Website

Take advantage of website traffic and provide two opt-in methods, online sign up or by texting a **SMS keyword** to a **short code**. Cosmetic brand Kiehl's used this approach.



Share this ebook!



Email

Use email marketing to promote your SMS campaign and build your mobile subscriber database. Kiehl's used email marketing to promote 'Kiehl's Alerts' and acquired 4,500 new opt-in mobile subscribers as a result. Seattle Sun Tan also leveraged their pre-existing email database of 80,000 to advertise their SMS campaign.

In store (or on the street)

Use in store, or outside your store to promote your SMS campaign. These customers are either in store or close to your store so you are reaching highly interested customers. Offer a deal that can be redeemed immediately, the incentive will grow your opt-in mobile subscriber list and increase your sales.



Share this ebook!



Social Media

Seattle Sun Tan advertised their SMS campaign through Facebook and Twitter with a combined reach of 37,000. Pizza Hut posted an image to their Facebook timeline with a strong call to action. Text “HUT” to 69488 to get free cheese sticks and sign up for text message deals.



Share this ebook!



Creating a Double Opt-in Message

Create a [double opt-in campaign](#) by sending a SMS confirmation message. Create an SMS campaign using either a **shared short code** or **dedicated short code** with a descriptive keyword to make the opt-in process easy.



You must give people the option to opt-out. Ask the subscriber to reply with “Y” to confirm to receive mobile offers or text “STOP” to opt-out.

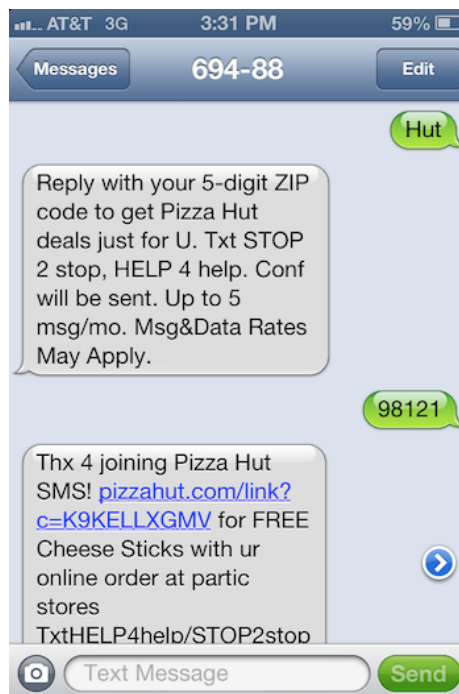
Share this ebook!



Localization

Target your customers with highly relevant communications to increase redemption rates and reduce your marketing costs. If you have various store locations, send messages to subscribers that are within that area.

If you have brick-and-mortar stores, when you go on sale, send text messages to only customers in your database who have store locations in their area. This will reduce customer frustration and your marketing costs. Pizza Hut collect area codes at the opt-in stage.



Share this ebook!



What to Measure

First determine what the goals of your SMS campaign are.

Database growth

Measure the size and growth of your SMS mobile data base. Seattle Sun Tan built a mobile database of 4,750 customer in the first month of their SMS campaign. Within 6 months 73% of Kiehl's customers signed up for mobile alerts.

Offers redeemed and revenue generated

Seattle Sun Tan achieved a **57% redemption rate** on their text offer that generated **\$196,101 in revenue**. Customers who redeemed the text message offer spent on average **500% more** than customers who did not.

BMW Germany's winter tyre SMS campaign involved texting new car buyers who bought a BMW in the summer an image of the BMW they bought with the legal tyre requirements. The result was a 30% conversion rate that generated **\$45 million in revenue**.

Share this ebook!



Website referral traffic

Got an offer that can be redeemed online? Send a shortened URL of your website in the text message so you can track the page visits and conversions. As a result of Kiehl's text alert campaign, 77% of Kiehl's customers made a purchase in store or online.

Brick-and-mortar foot traffic

Create a code to be used in store with an offer that can be used to measure in store purchases from SMS campaigns. National Wholesale Liquidators, a US discount retailer built a 50,000 mobile database with an opt-in offer of \$5 off any purchase over \$25. Customers subscribed to the mobile database spend on average \$45, 80% more than customers who are not.

Many food retailers use localized text messaging to increase store visits through coupons, text bookings, and ordering and pick up options.

Share this ebook!



Best Practice and Legal Stuff

Context is everything. Mobile offers the opportunity to offer a unique and highly personalized user experience that can be used deliver brand experiences that create loyal customers. Here's how to get it right.

The law

Create an opt-in list and give people the option to opt-out. If you don't have permission it is spam and you are liable. Google this year had to pay a \$6 million to settle a lawsuit alleging that its apps company Slide spammed people with SMS messages.

Call to action

Give people a reason to opt-in to your mobile campaign. Make sure you communicate the offer clearly, you only have 160 characters. Do not use text language. Request at the opt-in stage any relevant information that will enable you to target your SMS campaigns. Pizza Hut and Kiehl's ask for zip codes to send region specific offers.

Share this ebook!



Make the message relevant

The more relevant your messages are, the greater the response will be. Use customer data to segment your mobile database and target your messages based on consumer behaviour and location.

Timing and frequency

Consider buying periods. BMW Germany sent their winter tyre campaign at the beginning of winter when customers would be thinking about winter tyres. If you are a restaurant, according to Google research most diners decide where to eat no more than an hour before meal times. Sending text messages within this period would be enough to influence where a consumer decides to eat.

How long is your offer valid? Create some urgency so consumers act on and do not forget your message. Do not send too many messages. Keihl's sends only 3 monthly. You don't want people unsubscribing because you message too often.

Share this ebook!



Measure

Measure the effectiveness of your SMS campaigns and calculate your ROI. You can use analytics to gain consumer insights and improve future campaigns.

Share this ebook!

