

The cheat sheet to **SMS** messages that convert

Brand name

Be noticed and trusted

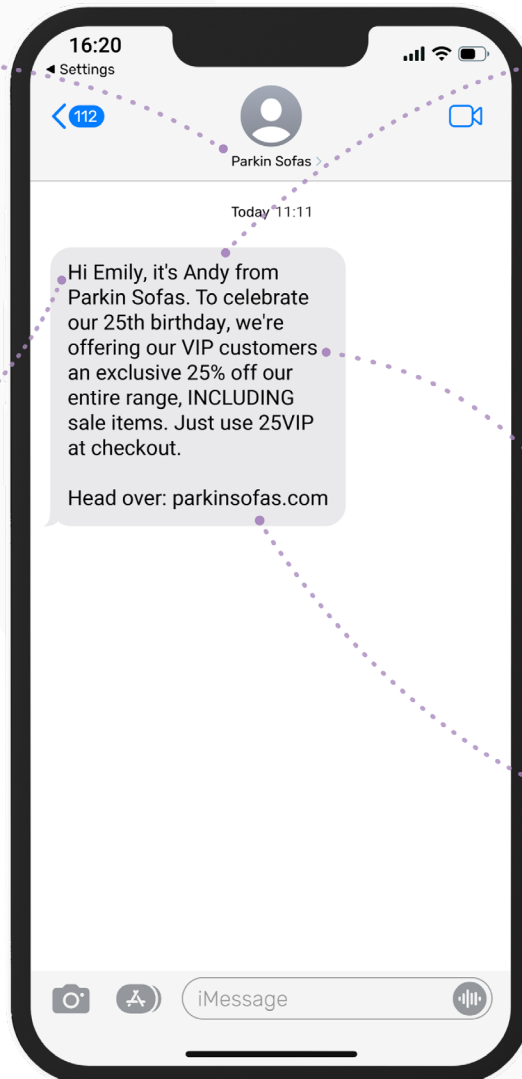
A Sender ID means recipients will recognise you quickly, helping to establish you as a trusted sender and reduce the likelihood of your messages being marked as a spam.

People won't be able to reply to you but there are other things you can do to work around this and entice responses.

Personalisation

Make your texts sound friendly and familiar

- Use personalisation appropriately
- It can be as simple as addressing recipients by their first name or sending a special promo code for their birthday
- It can even be useful like a subscription-based reminder



Use staff names

Put names to faces

A text from another person feels more personal than a faceless organisation. Want to give this trick a go?

- If you have a 'face' of your company, try using their name as the sender
- Depending on the type of text, you could use different people

Exclusivity

Make people feel special

Whether it's a promo code or first access to your sale, make your SMS subscribers feel extra special by letting them know before anyone else.

URL

Create a rich experience

Although SMS doesn't have rich messaging features, you can still add links to pages. Brand these landing pages, add images, videos, buttons and entice your recipients to learn more.

Tips for high converting SMS messages:

▶ Short, snappy copy

Get straight to the point to not only capture attention but also retain it.

▶ Appropriate tone of voice

Be conversational but avoid adopting an overly casual tone of voice or using slang.

▶ Clear purpose

Have a reason for texting and guide your subscribers to the action you want them to take.

▶ Identification

Place your brand's name front and centre so your recipients know exactly who is messaging them.

▶ Value

Consider the value you're offering via SMS e.g. make people feel special via offers exclusive to SMS subscribers.

▶ Urgency

Add a sense of urgency to drive recipients to take action.

Examples of texts that drive action

Cart Abandonment

Hi Kieran.

Looks like you've left something behind! Here's a special promo code to get 20% off your order! 🍷

Special occasion

Happy birthday, Laura!

Here's a gift from us to you. Take 20% off!

Limited time deal

Hey Ashleigh, it's your last chance to take advantage of our biggest sale of the year!

Personalised recommendation

Hey Mary, we thought that you might be interested in - it would go perfectly with [PRODUCT THEY'VE ALREADY BOUGHT].

