

# THE DO'S



# & DON'TS



# OF BUSINESS TEXT MARKETING

# TEXT MARKETING DO'S & DON'TS



As more brands look to target customers on the move, business text messaging is becoming an essential part of effective multi-channel marketing. While everyone is familiar with the text messaging concept, many businesses believe that mobile marketing requires a big investment in new technology, doesn't allow for targeted communication, and lacks analytical support to demonstrate the true ROI.

*Wrong. Wrong. And Wrong.*

Access to text messaging marketing for businesses of any size is easier and more affordable than you think, and it can be used as part of a multi-channel strategy for wooing leads and engaging with customers.

The great thing about SMS marketing is how simple it is to execute, and consumers are VERY familiar with this form of communication. And, as with any marketing channel, there are things you should and should not do to maximize results and keep your customers happy.

**So, let's get into the Do's and Don'ts of Text Message Marketing...**



# text marketing DO's & DON'Ts



## 1. **DO** MAKE TEXT MESSAGES SHORT AND RELEVANT

People don't want to read a paragraph on their cell phones. They just won't do it. **Keep each message precise and brief.** You will want to get really good at making your messages as short as possible while still getting your point across.

When marketing and selling, we tend to use ALL the power words and adjectives to demonstrate that something special. It's a good exercise to cut out all the extra words you were taught were necessary to communicate simple messages. If not, you risk losing those who don't have the time or the desire to read a long message.

## 2. **DO** USE INCENTIVES TO EARN MORE SUBSCRIBERS

Want to grow your text subscriber list faster? Offer an incentive for consumers to opt-in to your campaign. **Opt-in incentives are extremely effective at growing lists quickly**, with one study showing opt-in incentives increasing SMS subscriber growth by an impressive 520%.

It's not surprising that your favorite brands give out opt-in incentives like Halloween candy to get new subscribers. Free drink at Starbucks? *Don't mind if I do.* Fifty percent off my next Massage Envy massage? *Yes, please.* It's easy to come up with a deal, freebie, or reward incentive that your customers will trade for an opt-in that gives you direct access to their lives.

# text marketing DO's & DON'Ts



## 3. **DO** MAKE YOUR TEXT MESSAGES CONVERSATIONAL

Text messaging is a way for your business to enhance customer engagement. To be sustainable, you'll want to personalize and make your text messages conversational. Text messaging is more engaging when your customers feel it is a channel for a two-way conversation.

Use first contacts as an opportunity to educate subscribers on how easy it is to not only receive valuable text messages to their phones but also to get quick answers to their questions.

### Make Text Message Conversational

Hi there. I have a question about the listing at Main Street. Does the HOA include water, sewer and garbage?

Hello! Yes, those are included in the HOA. Let me know if I can be of any more assistance.

Great! Thanks a lot for your help.

Hi Zach. I'm Brianne. I'd like to tour the condo at 1234 Main Street. Can I schedule something with you for tomorrow morning?

Hey Brianne. Thanks for your interest. I can get that scheduled right away. Are you OK scheduling this over text or would you prefer a phone call?

When you can, **address customers by their first name and segment your campaigns** by location. You can also set campaigns to target engaged and not engaged subscribers and old versus new subscribers, with different messaging for where they are in their buyer's journey.

# text marketing DO's & DON'Ts



## 4. **DO** CONSIDER MESSAGE TIMING & QUANTITY IN YOUR STRATEGY

Text messaging effectiveness varies greatly with timing. Unlike an email, **too frequent text messaging is hard to ignore and will quickly irritate customers**, especially if your text messages don't consistently provide some level of immediate value.

Does your list really need a text message from you once a week, just because? Probably not. Wait until you've got something worthwhile to share, then hit send. Please don't make them regret giving you the privilege of having a direct line of communication with them.

# text marketing DO's & DON'Ts



## 5. **DO** MAKE IT EASY TO QUIT YOU

Have you ever broken up with someone and remained friends? It's a kind of relationship unicorn that only happens when you make it easy to end things. Let's be like that, always.

**Make opting out as simple as it was to opt-in, so your text connections end on good terms.** Having access to a customer's phone and popping up in their text inbox can be a lot for some people. Let subscribers know right away what they can do if they want to stop receiving messages on their phone any time in the future.

BOGO Meat Lovers entrees this weekend at BBQ Shack. Use exclusive text club code TEXTME21 inside or online.

I'm vegan now!

How do I stop these text???

Don't want to receive any more messages? Please respond with the word "STOP" to unsubscribe.



# text marketing DO's & DON'Ts



Now that you know what to do, let's dig into the mistakes to avoid with your business text message marketing.

## 1. **DON'T** USE YOUR PERSONAL PHONE FOR TEXT MARKETING

Using your personal phone to send text messages related to your business is **one of the biggest and most expensive mistakes** you could make.

There are several negative impacts your business has to take into consideration:

- *Using a personal phone makes your number available to the public*
- *Using your personal phone isn't compliant with TCPA enforced regulations and laws*
- *You can't provide subscribers with an opt-out*
- *Personal phones are not secure*
- *Personal and employee phones can be lost or stolen*
- *Employees can leave your company or get fired - taking customer information with them*
- *You don't have the ability to track or monitor messages sent or received from personal phones*

Your business can get into big trouble when the information it collects and holds onto about customers that was supposed to be strictly used for the business relationship and no other intention. Fines from the TCPA and lawsuits are possible. But even smaller infractions lead to loss of confidence and a terrible customer experience for customers.



# text marketing DO's & DON'Ts



## 2. **DON'T** EVER TEXT WITHOUT PERMISSION

It's a serious mistake to text people from your business accounts without permission. In compliance with the Telephone Consumer Protection Act, **businesses must obtain written or electronic permission from customers** authorizing them to send messages.

We're talking about existing laws that were designed to protect consumers from robocalls and unwanted marketing to their phones, with consequences if you violate them to the tune of \$500 per unlawful text message.

### Consent Required & Opt Out Language

Gig Harbor Fashion: Our summer sale starts NOW. Stop by the shop this week for 20% off summer apparel and select accessories. Stock is limited!

Reply STOP any time to unsubscribe, MSG & data rates may apply.

JOIN

Thanks for your interest in receiving Gig Harbor Fashion text alerts. Reply YES to confirm your subscription

YES

Welcome to Gig Harbor Fashion text alerts. We will text you about new promotions.

Reply STOP any time to unsubscribe, MSG & data rates may apply.





**IMPORTANT:** THE TELEPHONE CONSUMER PROTECTION ACT STATES ANY COMPANY THAT SENDS SMS MARKETING MESSAGES WITHOUT PRIOR WRITTEN CONSENT FROM RECIPIENTS COULD POTENTIALLY FACE FINES OF UP TO \$1,500 PER TEXT.

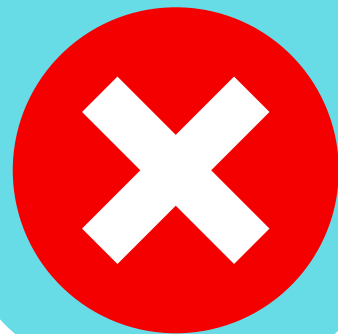
### 3. **DON'T** TEXT AT ODD HOURS FOR THE CUSTOMER

Be considerate of your customers' time and text during appropriate business hours. No matter your industry, **use your customers' local time and schedule text messages during "banker hours,"** which are traditionally accepted to be 9 a.m. to 5 p.m.

If you wake people up or interrupt their dinner, they will remember your business for all the wrong reasons.

The exception would be businesses that run all hours or late hours where a customer might initiate a text communication or subscribe to your list at odd hours. Responding to those conversations or subscriptions is expected. Scheduled promotional campaigns and broadcast messages should otherwise be set during regular business hours to avoid irritating your customers.

# text marketing DO's & DON'Ts



## 4. **DON'T** FORGET TO SEND A WELCOME TEXT

You asked a customer to opt-in, they subscribed... and then crickets. Don't let this happen. Whether you have a scheduled campaign coming up soon or only text when there's a new sale, **a subscriber should receive a welcome text as quickly as possible after opting in.** If they don't hear from you for days or weeks, there is a good chance they won't remember they signed up and quickly unsubscribe or complain.

Be sure to customize a welcome message that is automatically sent to new subscribers. This is a great time to thank them, set expectations, and let them know how to unsubscribe or stop messages.

**Thanks from Dental Depot! We'll send appointment reminders and special deals exclusive to DD text members. To stop msgs, simply respond STOP.**



**Automated  
Welcome  
Text**



**Personalized  
with clear  
Call To Action**

**Hi Karen! Special for you - Use  
CODE K12345 for \$25 off next  
appt bought before Jun 1. BOOK  
NOW [www.SScleaners.com](http://www.SScleaners.com)**



## 5. **DON'T FORGET A CLEAR CALL TO ACTION**

Begin with the end in mind. It's good advice that should be applied to your text messaging. You're connecting with customers for a reason, and your work at raising engagement should pay off with some kind of tangible result. **To get customers to take the next step, you'll need to tell them what the next step is.**

Sending a coupon code with no instructions will just confuse and frustrate your subscribers. But a coupon code with a link to redeem in your online store or make an appointment with instructions to use in the next two days gives customers all the information they need to get maximum value from your texting relationship.

## 6. **DON'T USE LONG URL'S**

With text messaging, you're working to create powerful messaging in very few words. The lack of real estate means **the words you choose need to count, the message has to make sense, and the experience should be pleasant for the user.** Long URLs, whether it's your website or a landing page, not only eat up your character count but also create visually unappealing breaks in the link that can be confusing.

There are options like MMS and extended SMS that will give more options for longer messaging but using a shortened URL is an easy fix.



# SMS

# TEXT MARKETING DO'S & DON'TS

Business owners and marketers may initially feel that texting is invasive. Yet, many consumers are already familiar with businesses texting them when they have appointments with local services like dentists, mechanics, or salons. Get in the game and engage your customers and provide value with offers such as vouchers, discounts, promotions, and reminders.

With texting coming so naturally to people, you'll find that text message marketing isn't hard to get started and get right. Add value and remain respectful of the privilege of being allowed into customers' phones, and you'll quickly see the ROI of text message marketing.

78% of consumers say that SMS marketing is the fastest way to reach them.

(Transaction Messaging Consumer Report)

## CONTACT US FOR MOBILE MARKETING THAT CONVERTS!

Reach all your best customers. Instantly.  
Grow your business faster by getting your best customers to come back more often  
...and spend more money when they do. (using the power of Text Marketing).

Learn more about our SMS marketing software



[www.customermachine.io](http://www.customermachine.io)