

CallTrackingMetrics



Premium Content

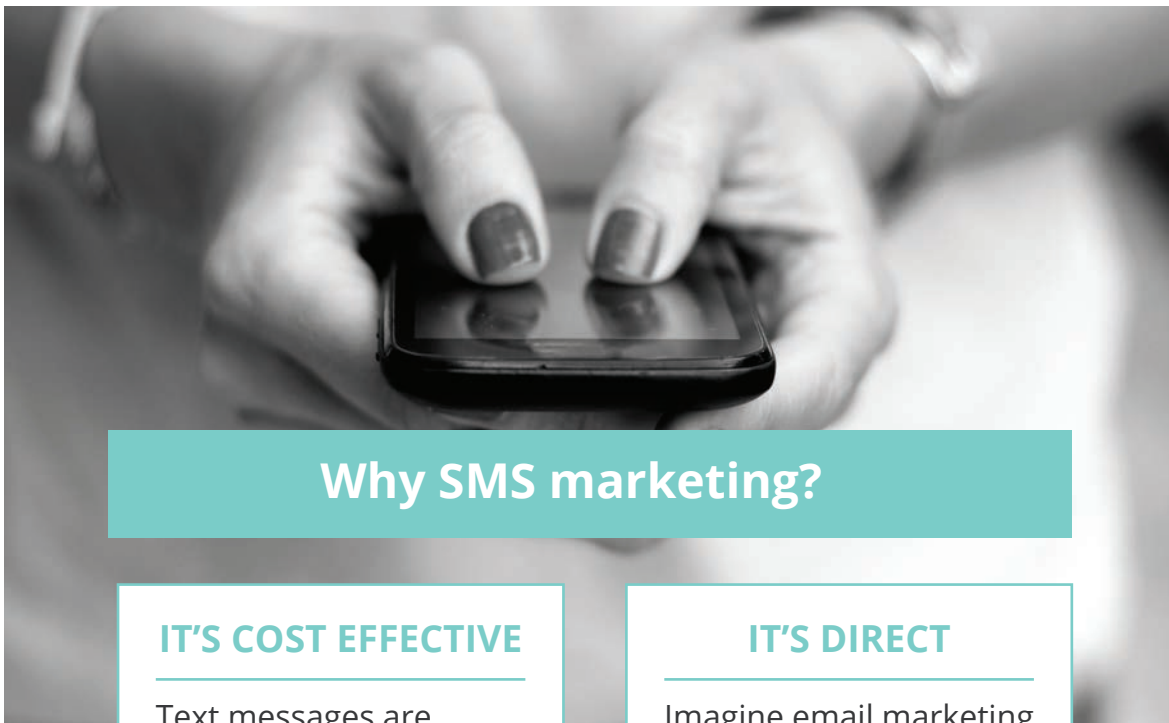
# A QUICK GUIDE TO SMS MARKETING



# Put Your Marketing to the Text

If you're like many marketers today, your bread and butter is email and social media. And while both are reliable channels that chart solid results when done right, you could be missing out. While cultivating your prospecting and conversions on those two channels, make sure you're not overlooking another growing channel and a potential goldmine of customer engagement: SMS marketing.

If you're unsure about the benefits or best practices of an SMS campaign—or even what's involved—keep reading. This quick guide will spell out the value of SMS marketing, explain how to build an effective campaign, and show how the CallTrackingMetrics platform can help at every step along the way.



## Why SMS marketing?

### IT'S COST EFFECTIVE

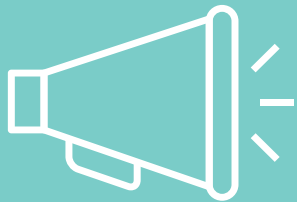
Text messages are inexpensive compared to both traditional and digital marketing channels. Think of it as direct mail without the printing and postage.

### IT'S DIRECT

Imagine email marketing without spam filters, with a 99 percent open rate and a 36 percent click-through rate.

# 6 Steps to SMS Success

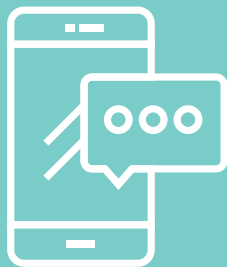
Getting results from your SMS marketing isn't rocket science, but it does take planning—as well as the right tools. In this next section, we'll take a high-level look at our six steps to SMS success.



## 1. Build Your Strategy



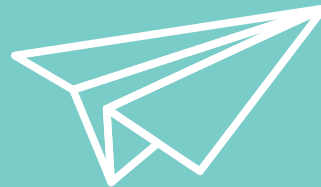
## 2. Craft Your Text



## 3. Automate Messages



## 4. Collect Your Data



## 5. Follow Up



## 6. Ensure Compliance

# Step 1: Build Your Strategy

Relevance is something that rarely happens by accident. Getting the appropriate content or offer to the right audience at the right time takes planning. To generate the results you want, you'll need to consider the two "Ts" of relevant content:

## TARGETING

Texts are more personal than email. There are no filters or spam folders—you're jumping in among conversations with family and friends. Unwanted, inappropriate, or spammy messages feel extra intrusive in this context. Avoid annoying your audience by carefully cultivating your recipient list. Don't buy lists of mobile numbers; instead have your audience from other channels choose to opt in, or gather numbers from customers in-store. Let them know you'll be sending text offers—so they're ready and willing to receive your messages.



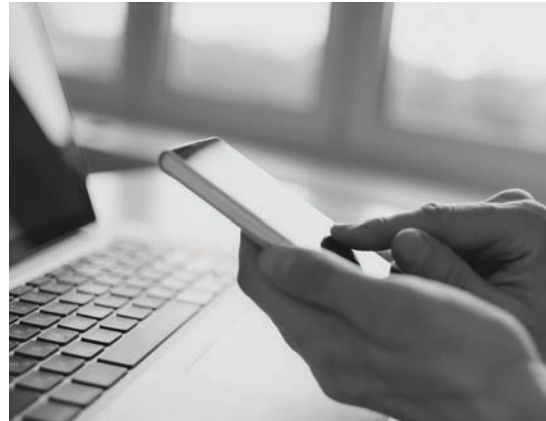
## How CTM Can Help

Once you compile your list, segment and target your content to the most appropriate groups. The CallTrackingMetrics platform helps you segment by gathering data about demographics, location, previous purchases, pages they've visited on your website, over-the-phone sales, call sources, and prior texts and responses. This level of granular data helps you understand individual customer interests and needs, letting you target your audience with more accuracy and better results.

# Step 1: Build Your Strategy

## TIMING

It's rare that anyone revisits a text days—or even hours—after it's sent. For this reason, results from SMS campaigns don't trickle in—they rise quickly and then plummet as the offer is lost in a sea of other text conversations. To be effective, then, the offer has to be timed just right.



## How CTM Can Help

How do you know when to send out SMS marketing messages? The CallTrackingMetrics platform lets you set triggers to prompt messaging after a customer makes a purchase, renews (or fails to renew) a service subscription, or engages in a specific online activity. This helps you catch customers as their interest or need emerges and while you're already on their minds.

“Texts are more personal than email. There are no filters or spam folders—you're jumping in among conversations with family and friends.”



## Step 2: Craft Your Text

SMS messages have a 160-character limit—so you'll need to make every character count. Conveying your offering in a short, compelling way might seem like a daunting task, but if you've done your homework in Step 1, it's not so bad. You know your audience, you know your offering—just give them the deal they want. And be specific. Saying, "Our prices are low," is plenty



### How CTM Can Help

The amount of actionable data collected within the CTM platform offers a wealth of insight into what your customers have responded to in the past. This makes choosing your offers and crafting the appropriate messages for the appropriate recipients much simpler.

## Step 3: Automation

### SMS CAMPAIGNS

Like email, SMS campaigns can be automated easily. As long as you have a messaging platform that's intuitive and easy to use, this is by far the simplest step so far. Text message campaigns are an effective and affordable way to connect and engage with prospects.



### How CTM Can Help

CallTrackingMetrics gives you the ability to schedule automated texting on a recurring schedule—daily, weekly, or monthly—to multiple lists. Or, you can use CTM features like FormReactor—which automates text messages in response to website visitors completing an online form, sending your offer to customers and prospects in real time.

“Text campaigns are becoming increasingly critical to a company’s strategic marketing efforts and cannot be overlooked.”

## Step 4: Collect the Data

Many marketers track web traffic religiously but neglect to collect data surrounding their calls—much less their texts. To help inform your efforts moving forward, your text automation platform must also collect data—which you can then use to further hone your lists, your messaging, and your offerings.



### How CTM Can Help

The CallTrackingMetrics platform is the one of the only call tracking solutions that tracks all of your text communications along with your call data, while also collecting a wealth of data from online channels—including social media, online purchases, online ad or email click-throughs, and demographics. With CTM's ROI Reporting, you can even see which campaigns deliver the most bang for the buck. This will help you hone your 160-character message down to the right words for the greatest response.



## Step 5: Follow Up

### SEND A RESPONSE

Texting, as we've said, is more intimate than most other channels. When someone agrees to receive SMS messages from you, your offerings should reflect the growing bond between you and nurture the relationship. Follow up to thank them for their business when they transact based on an SMS offer, offer additional appreciation deals, and make these elite recipients of your marketing messages feel important to your business—because they are.



### How CTM Can Help

CallTrackingMetrics lets you receive text responses from recipients and can automatically follow up with confirmation messages, next steps, or additional offers. The CTM platform can also alert the appropriate members of your sales or service team for additional follow-up as necessary.

“ CallTrackingMetrics allows you to easily view incoming messages and set up triggers for immediate follow-up.

”

## Step 6: Ensure Compliance

The Telephone Consumer Protection Act (TCPA) regulates standards for permission-based marketing, including telemarketing, robo-calls, and text messaging. Its job is to ensure that consumers are protected by not receiving calls or texts that are unsolicited, sent during late-night hours, and more. To ensure best practices, avoid potential lawsuits, and—most importantly—foster positive customer relationships, marketers must comply with these regulations.



### How CTM Can Help

CallTrackingMetrics allows you to control customer opt-in and opt-out at the account level. This means that text campaigns through the CTM platform can be managed very much like “do not call” lists. Those who opt-out will be automatically removed from future notifications, and CTM allows detailed reports to be generated from these opt-out requests. CTM also lets you ask incoming callers to consent to receive text messages by entering a keypress. Callers who do not consent will not receive automatic text messages from you. This ensures your customers and prospects aren’t receiving unwanted messages—nurturing your relationships and keeping you compliant with TCPA regulations.

# Cultivating the Bond

Remember, 95 percent of American adults own cell phones, and more than half of us reach for them first thing in the morning. There's a special bond between mobile technology and its users—one that savvy marketers can use to their advantage. Let your audience invite you into the intimate world of their phone, and then make sure to bring value to the relationship. Following these steps—and deploying the right tools—will grow your customer relationships, along with your bottom line.



**Want to Learn More about CTM?**

**CALL OR CLICK TODAY!**

Request a product demo and see how CallTrackingMetrics can help you build an integrated SMS marketing program.

**CALL 844 462 2553**

**REQUEST A DEMO**