



Best Practices for SMS Marketing

*This is an extra resource to go along with the original article:
[Are You Forgetting About Mobile? SMS Marketing For the Win](#)*

- ★ Explain **how often** you'll send a text message.
- ★ If someone signs up for SMS marketing through your website, always **require a double opt-in** on their mobile device, too.
- ★ Make your **opt-out just as easy** as your opt-in.
- ★ **Include a call to action** with every message— be clear with what the user should do next.
- ★ In your SMS messages, **be concise**. You only have 160 characters. Use them wisely.
- ★ Provide **exclusive content** that you don't offer anywhere else.
- ★ **Identify yourself** in every text message.
- ★ **Use urgency** to drive interest.
- ★ Make the discount offer worth your subscriber's time— 5% is not okay. **10% is the bare minimum**, but a one-time, unique 20% is better.
- ★ **Segment your list** to create a better marketing campaign.
- ★ Don't send out too many messages. **Once a week or less** is probably best.
- ★ **Don't use text slang**, such as *RU, TY, GR8, PPL, etc...*