



# SMS MARKETING GUIDE

## INTRODUCTION TO SMS MESSAGING

SMS marketing is just another term for text messages or marketing through texting. This is a powerful tool for marketing events and staying organized that most event promoters overlook.

Before creating your SMS campaign there are a few steps you need to follow to guarantee a successful campaign.

An easy way to do this is to follow Purplepass' S.U.C.C.E.S.S acronym (see right).

If you can remember the following steps using S.U.C.C.E.S.S and complete the following you will be ready to launch your SMS marketing campaign!

**S**

Secure Consent

**U**

Understand Your Frequency

**C**

Create Disclaimers

**C**

Cancel and Opt-Out

**E**

Establish Business Hours

**S**

Specific Language

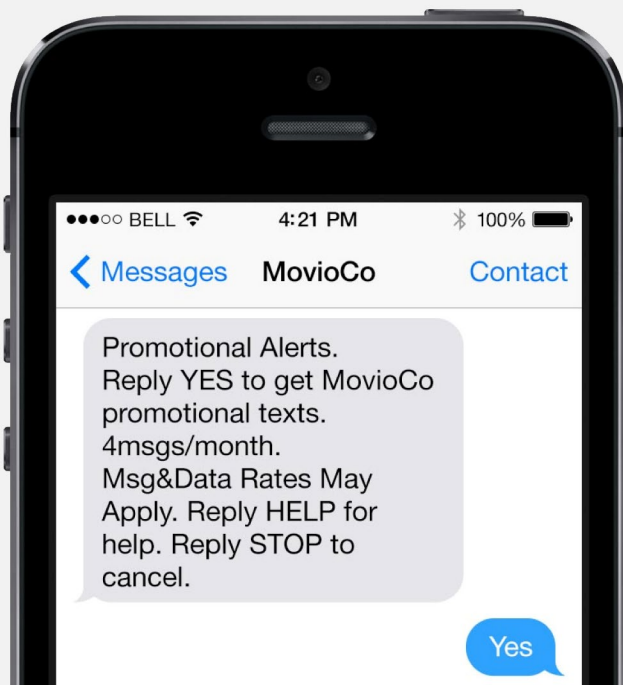
**S**

Show Value



**68% OF COMPANIES HAVE  
INTEGRATED MOBILE  
MARKETING INTO THEIR  
MARKETING STRATEGY**

## HOW TO CREATE SUCCESSFUL SMS MARKETING CAMPAIGNS



### Secure Consent

Whenever your business is doing something that will affect another person/customer, you need their consent. Without consent, you can risk complaints that could potentially damage your brand, events, and lead to fines. Getting consent is a smart way to go about your marketing campaign to insure everything is legal.

The image is an example of requesting consent and allowing your customers to opt in.

### Understand Your Frequency

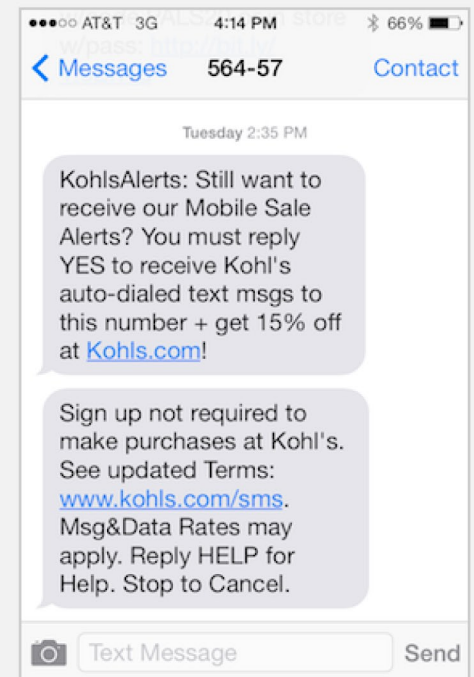
Similar to social media posting, you need to know how many texts you can send out before it gets annoying for your customers. The recommended amount is about 2-4 texts a month. A good idea is to state how many texts you plan to send out in your terms and conditions so your customers are aware ahead of time. If you are using Purplepass to manage your SMS campaign, your chosen send frequency will automatically be displayed to customers when they opt-in.

## Create Disclaimers

If you have ever been enrolled in an SMS/automated service you are probably familiar with the standard message “Msg & Data rates may apply”. This is called a disclaimer and it’s important you include this in your original opt-in message so the customers are aware that they may be charged by their carrier. If you are using Purplepass, disclaimers are

## Cancel and Opt-out Options

Let your subscribers know exactly how they can opt out of these messages. In the example of KohlsAlerts on the right, at the very bottom it shows their opt-out option by stating “Stop to Cancel”. This gives their customers the option to simply reply with STOP and they can exit the campaign. By doing this you don’t come off as spam and establish credibility and trust. Purplepass will automatically unsubscribe any customer that replies with STOP to



## Establish Business Hours

Remember, just because you switched to a more casual way of reaching your customers, you are still running a business and should still only send out messages during business hours.

**1. Sam's % 2day 4 a gr8 deal! 70% off 2 shu with 1 shu**

**2. Sam's discount today is a great deal! 70% off your second pair of shoes when you purchase a first pair**

## Specific Language

Although this is texting, you are still an adult and conducting business; make sure you text like one. Compare the two examples on the right. One is shorter, but it looks like it was written fast and carelessly. The second one may be longer, but appears more professional.

## Show Value

Although you want to keep your texts short and to the point, make sure every word or text has value. Every text you send out should offer your customers something in exchange for them receiving text messages. Your alerts should always include one of the following: important announcements, exclusive savings, discounts, event alerts, ticket sales, and other useful information worth sharing.