

The in's and out's of

# Promotional SMS Marketing

Version 1.0



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No thanks

<https://brand.io>

YOUR LOGO

# 50% OFF

Now only \$249.00

Add to cart

Total Clicks

# 31.2k

For the period

2024/04/12 - 2024/09/01

🎉 Exciting News Alert! 🎉 We're thrilled to announce we will soon be offering



# Content

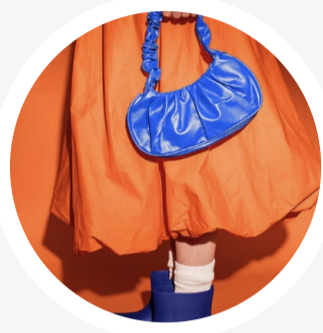
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# Introduction

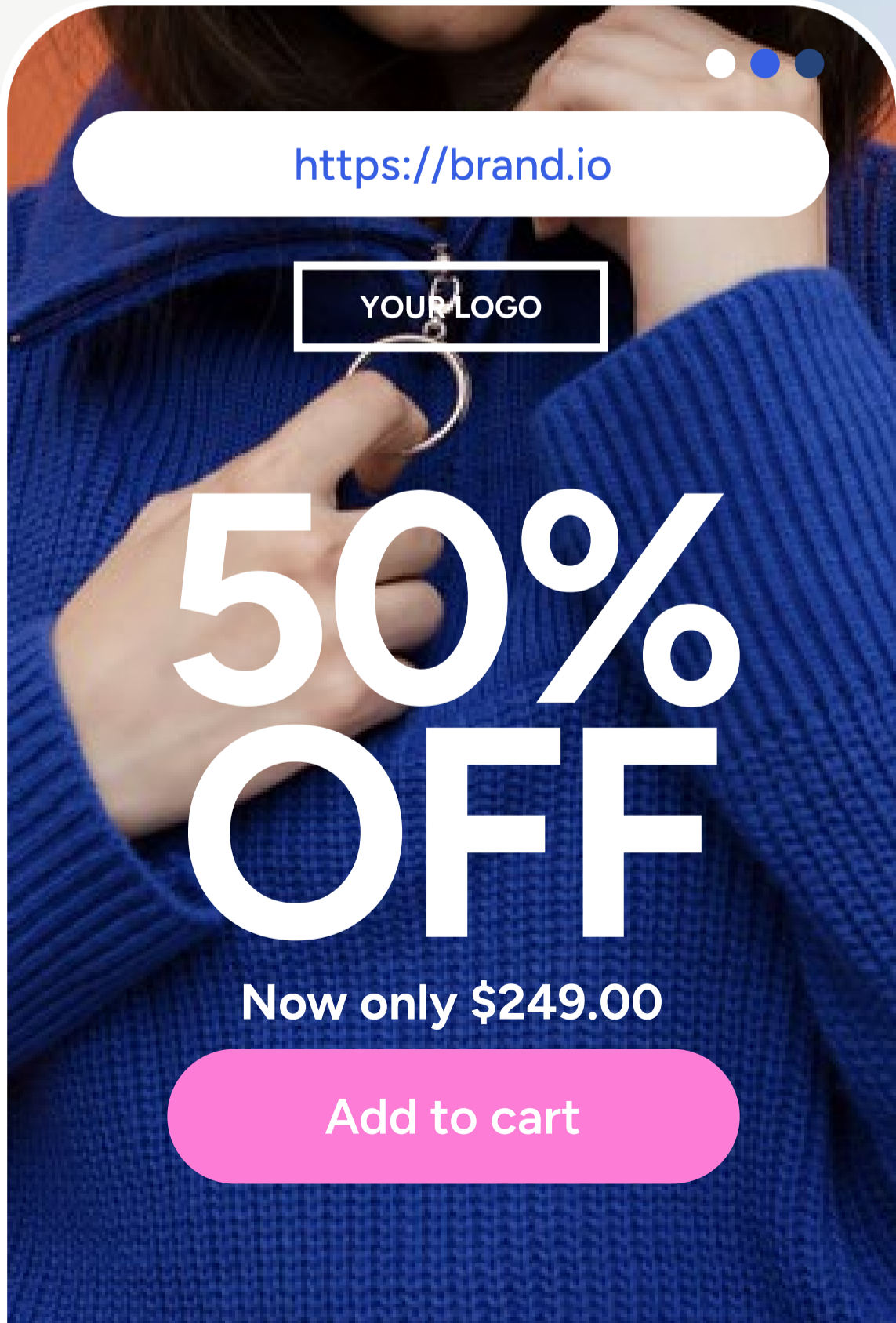
Unlike conversational or transactional SMS, promotional messages are specifically designed to drive action and boost marketing efforts.

Promotional SMS marketing is a powerful tool for businesses looking to increase sales, build brand awareness, and engage customers with:

- 🎉 Special offers
- 🏷️ Discounts and vouchers
- 🔔 Event notifications



Hi Sarah, your Wishlist item is on sale. 50% OFF today ONLY! Get yours now: <https://brand.io>

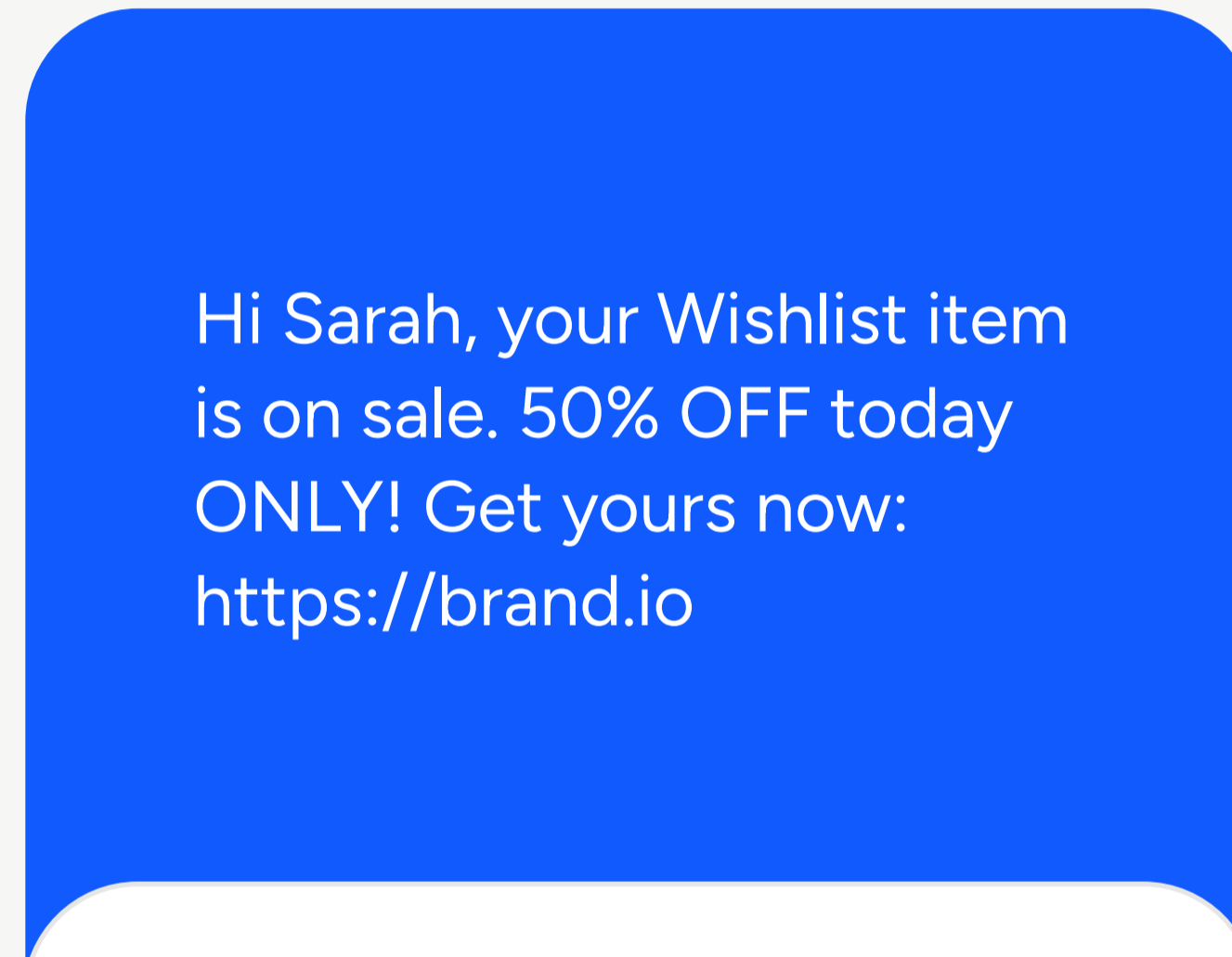


# Crafting Effective Messages



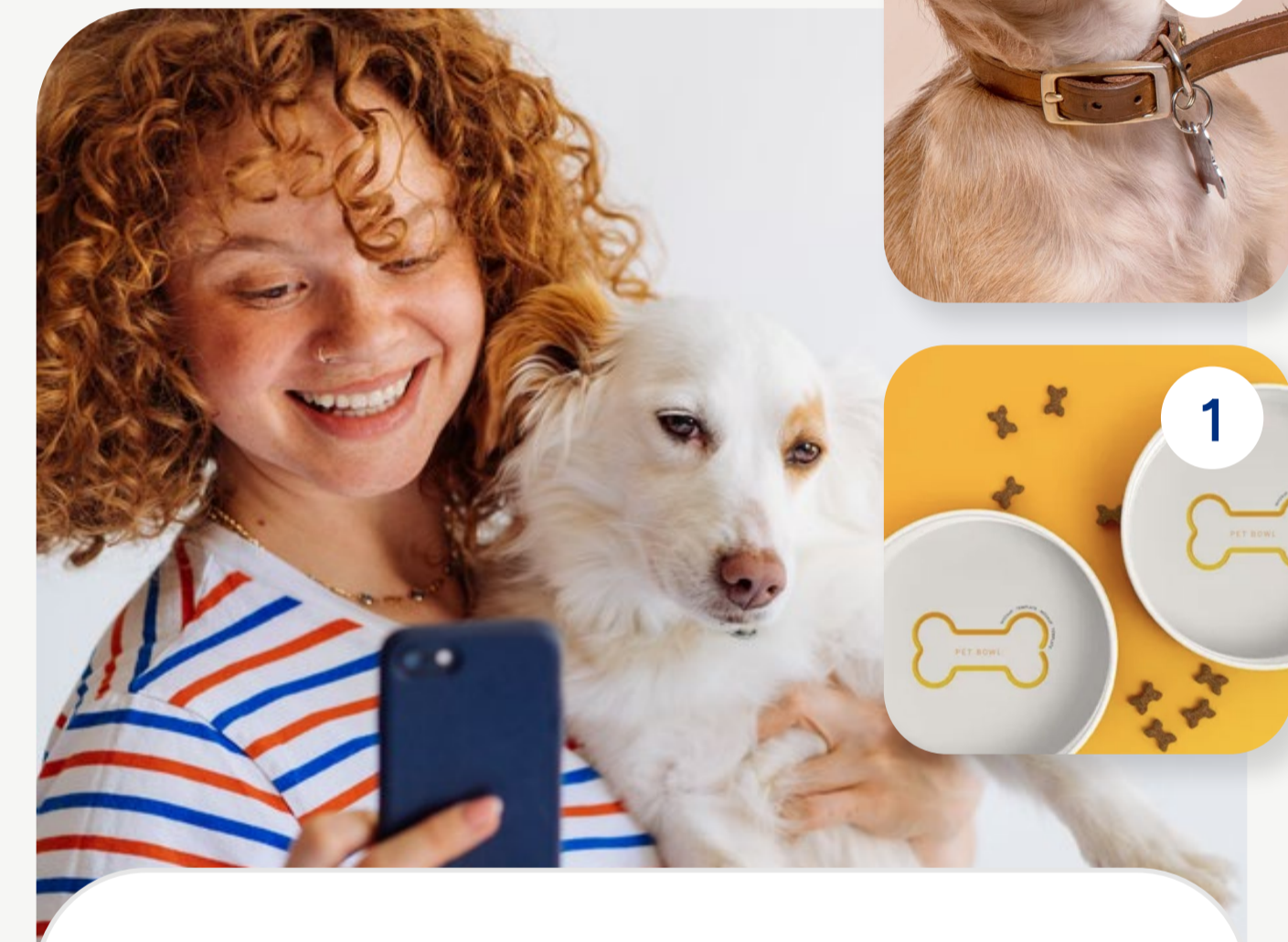
## Attention-Grabbing Content

Start with a compelling offer or news that grabs attention. Use strong action words and make the value clear.



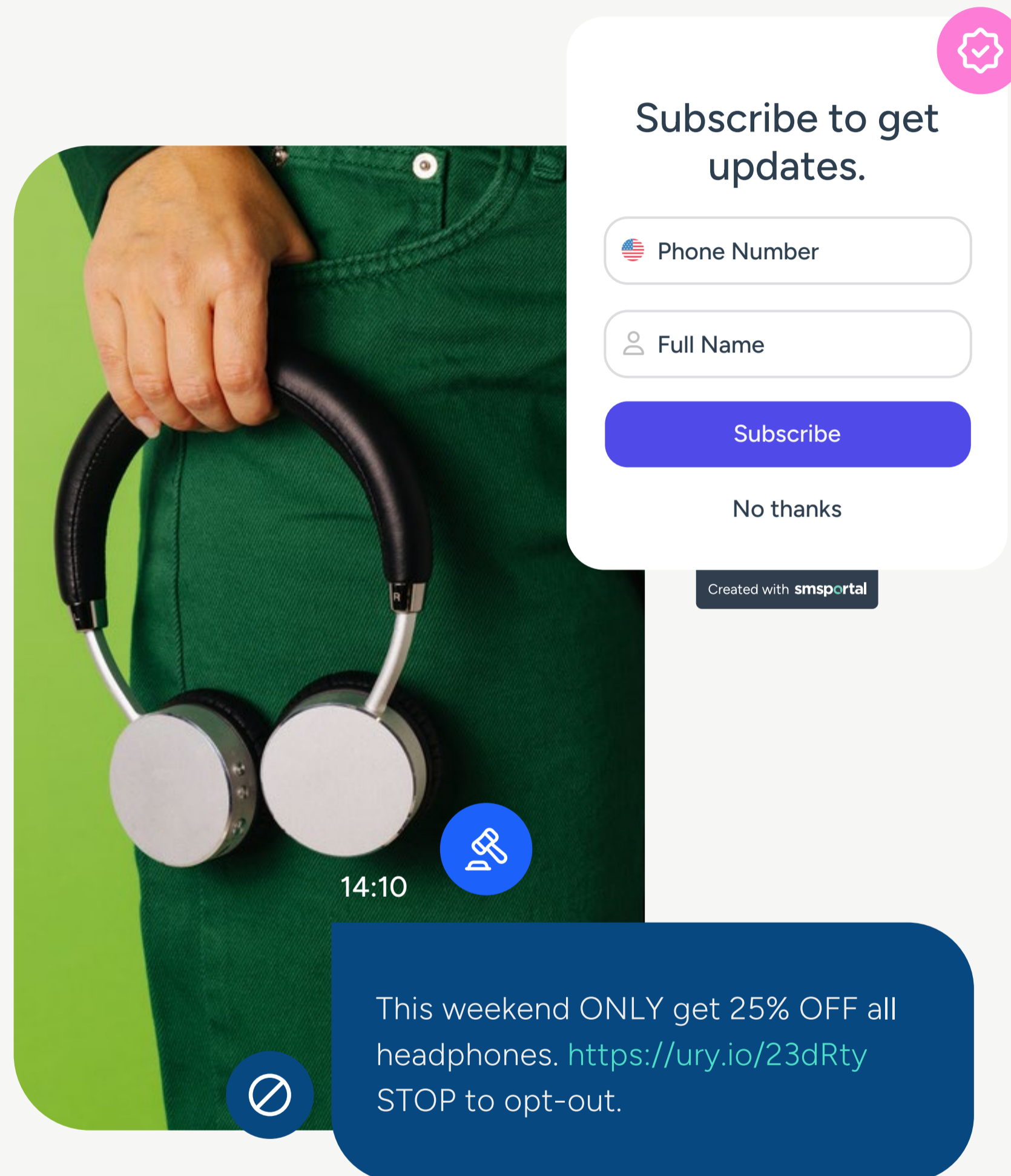
## Clarity and Conciseness

Keep the message short and to the point, ensuring the offer or call to action (CTA) is clear.



## Personalization

Tailor messages to the recipient's interests and past behaviour to increase relevance and response rates.



# Compliance and Best Practices



## Opt-In Requirement:

Ensure customers have explicitly opted in to receive promotional messages from your brand.



## Legal Compliance:

Adhere to local regulations regarding SMS marketing, including message content, timing, and privacy.




## Opt-Out Option:

Include a simple way for recipients to opt-out of future messages to comply with regulations and respect customer preferences.

# Use Case


Use Case

# Special Offer



**Segmentation**


Promote limited-time discounts or exclusive deals to drive sales.



All Buyers



This weekend ONLY get 50% OFF on trending brands. Hurry, grab your chance to save big while stocks last! Visit our store or shop now at <https://pgy.io/3Ewe6> Don't let this opportunity slip away! STOP to opt-out.



YOUR LOGO

**50% OFF**

Now only \$249.00

Add to cart

Use Case

# Event Promotion

## Segmentation

Increase awareness and attendance for events or webinars.

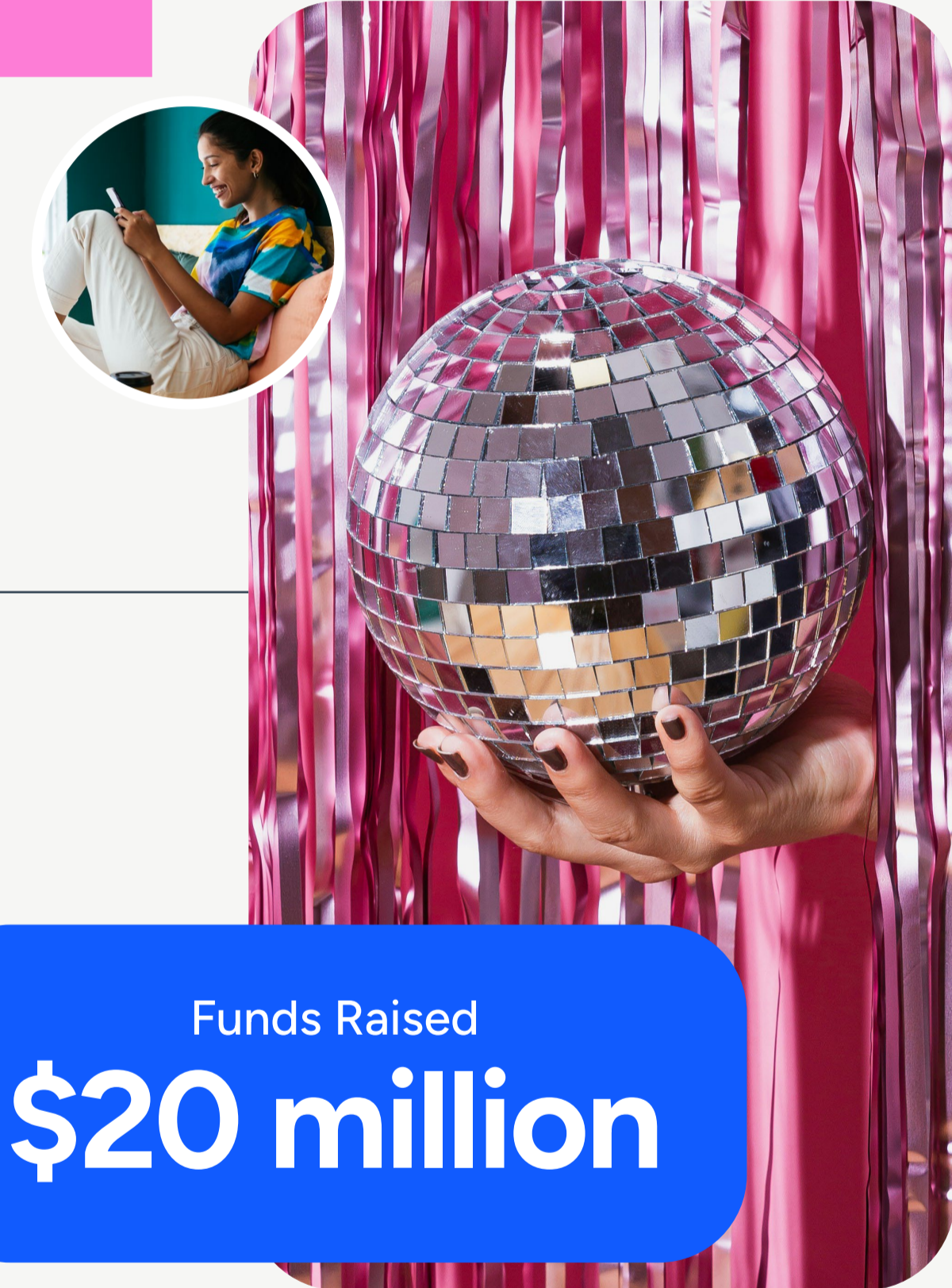
VIP Guests

Join Us for a Heartfelt Cause! You're invited to our Charity Event: Early Childhood development.

- 📅 Date: 22 / 12 / 2024
- 🕒 Time: 18:00
- 📍 Location: The Royal Estate

Let's make a difference together!  
 RSVP Yes to confirm attendance.  
 STOP to opt-out.

Yes, I will be there



Funds Raised  
**\$20 million**

Use Case

# Product Launches



### Segmentation

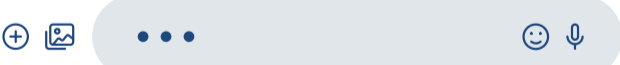
Announce new products or services to encourage early interest and feedback.

All Banking Customers



🎉 Exciting News Alert! 🎉 We're thrilled to announce we will soon be offering Home Loans up to 10 million! Be the first to explore what's fresh off the innovation desk with 1.4% BELOW prime! Want to know more? Reply Home. STOP to opt-out.

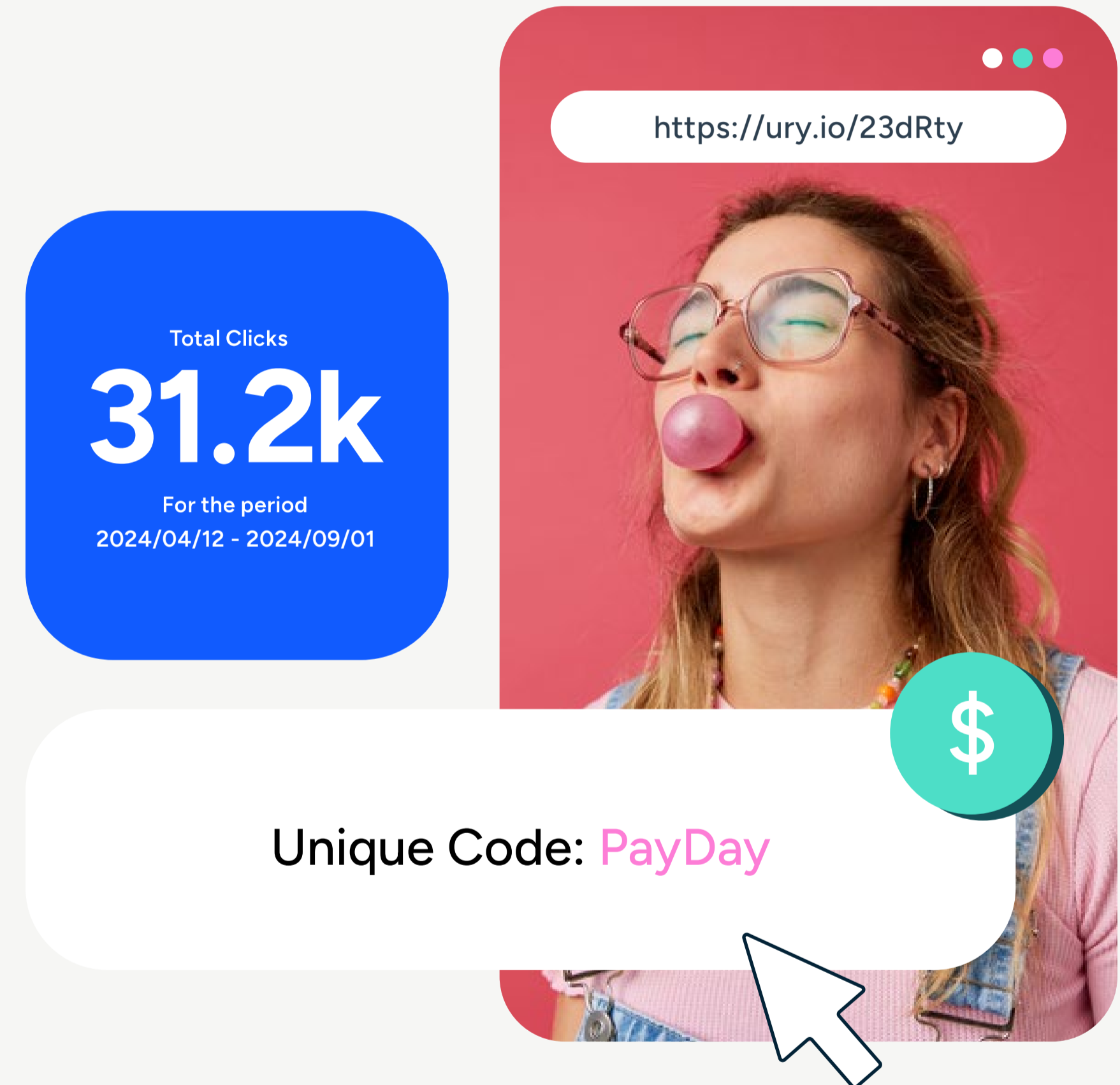
🏠 Home



# Measure Success

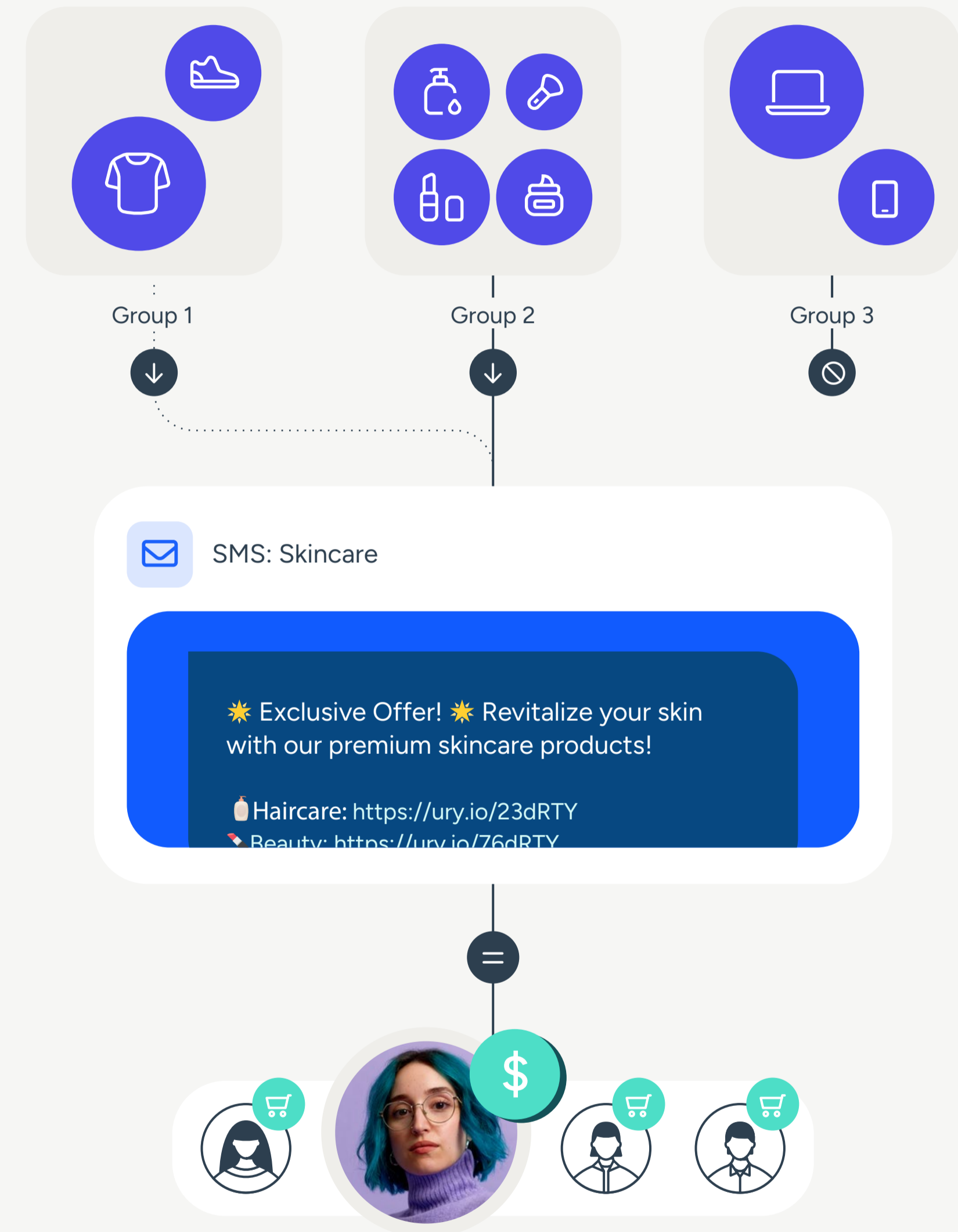
# Conversion Tracking

Use unique promo codes and URLs to track the effectiveness of SMS campaigns.



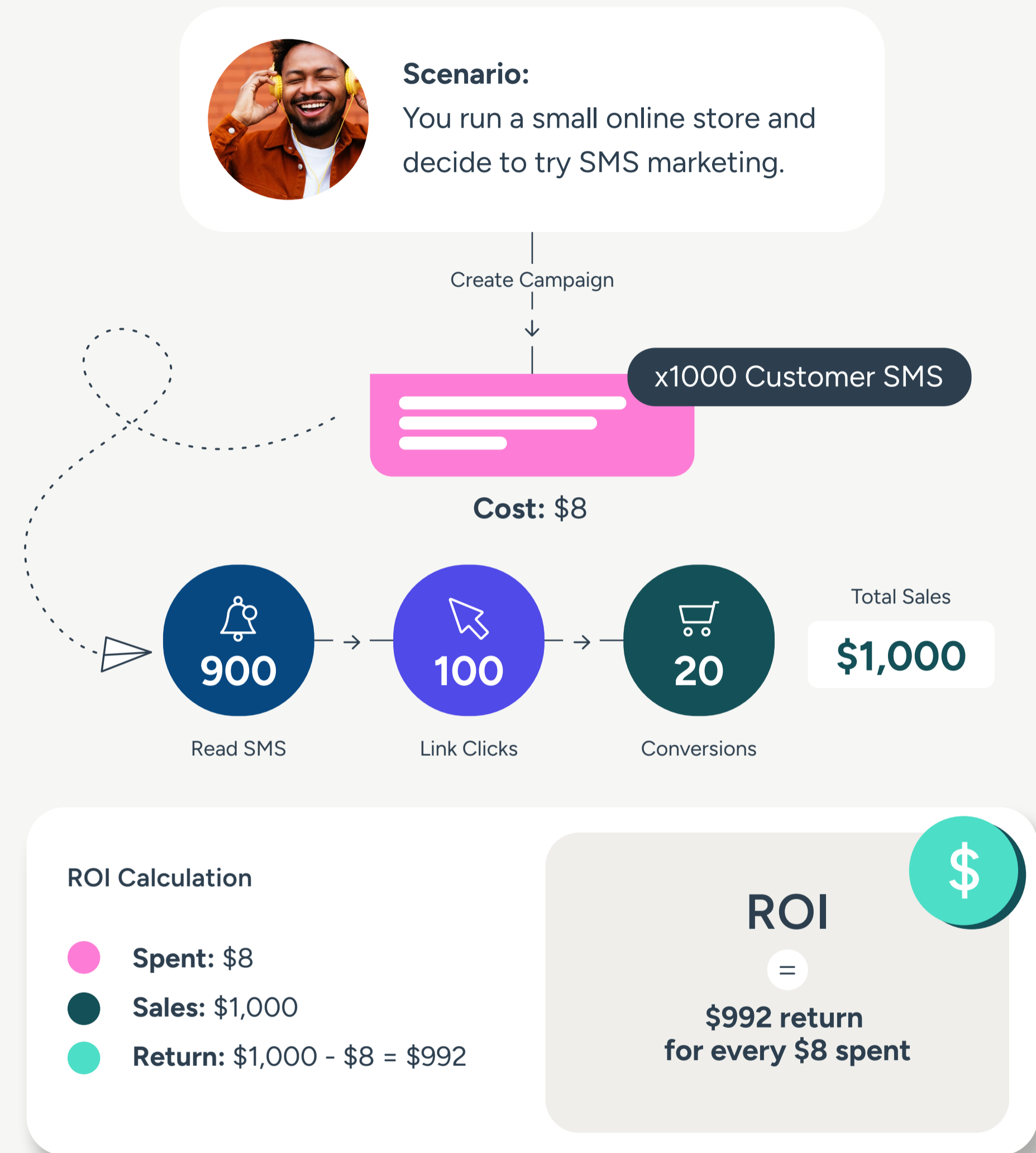
# Engagement Metrics

Monitor open rates, response rates, and opt-out rates to gauge customer engagement and refine future strategies.



# ROI Analysis

Calculate the return on investment (ROI) of your SMS campaigns by comparing the revenue generated to the cost of the campaign.



This means for every \$1 spent, you got **\$124 back** in sales.

# Conclusion

Crafting an effective promotional SMS campaign involves applying these fundamental rules of messaging, ensuring compliance, and always giving your customers a way to engage.

# Ready to make that sale? 🌟😊

Make the most out of your next promotional SMS's

Log in now

## Book a demo:

Contact our support team to book a free live demo.

[Book here](#)

## Email us:

Tell us how we can help.

[sales@smsportal.com](mailto:sales@smsportal.com)