



What Is SMS Marketing & How to Grow Your Business with Text Message Marketing

What is SMS marketing?

Short message service (SMS) marketing is a type of opt-in marketing where businesses send promotions to customers through text messages. Thus, SMS marketing is also called text message marketing or text marketing.

Similar to email marketing, SMS marketing involves growing the business's SMS subscriber list, sending promotional campaigns to subscribers, and analyzing how SMS campaigns performed to support business objectives, like leads or sales generated .

My crystal ball says that if you're looking into SMS marketing, you already observed the power of a text message to reach and influence its target audience.

A well-timed text message can remind you of an important appointment, or get you excited about a discount you earned, or a sale happening at your favorite brand.

So no surprise that 54% of customers say that they are interested in receiving text messages from businesses.

What IS surprising is that only 11% of businesses are doing SMS marketing today.

That's a customer communication gap that marketers can fix in 2022.

And see their lead generation, customer acquisition and retention goals met as a result.

SMS text message marketing is a savvy way to build deeper connections with your customers on a one-on-one basis.

In practice, businesses use SMS marketing for:

- **Blog promotions**
- **New product announcements**
- **Sending discounts or coupons**
- **Operating a loyalty program**
- **Updating customers on orders**

Types of SMS marketing

Transactional SMS: Generally, brands use transactional SMS as an avenue for delivering customer service. With transactional SMS, you send very short, factual messages to customers, usually about their orders. This includes messages about:

- Receipts or invoices
- Loyalty program points
- Shipping and tracking information

Promotional SMS: The goal of a promotional SMS message is to market to your subscribers. The point is to build brand or product awareness that triggers a purchase.

With promotional SMS marketing, you can get in touch with subscribers for:

- Product launches
- Events
- Discounts and coupons
- Collecting feedback
- Abandoned cart follow-ups
- Sending valuable content, like tips and how-to guides

The benefits of marketing through SMS

There are so many benefits of marketing through SMS. Here are a few:

- **SMS is an owned channel.** When you market yourself on Facebook or Instagram, you don't have control over your customer data. SMS marketing is an owned channel where you have control over your messaging, information and customer data.
- **SMS is fast.** 60% of shoppers read SMS messages within five minutes. Instead of waiting all day for customers to check their email, SMS marketing gives you an immediate connection with shoppers.
- **SMS has best-in-class open rates.** Only 20% of people who receive your emails will actually read them, while the data shows that 98% of people read their text messages.

- **SMS gets more responses.** Need to engage people in a conversation? Consumers reply to 45% of SMS marketing messages. Since SMS marketing is more conversational and casual, people tend to interact with it more than other channels of distribution.

How I can use SMS Marketing to market your business

Step 1: Generate SMS subscribers

Step 2: Set up a nurturing SMS welcome drip sequence

Does SMS marketing work?

In a word, **YES!**

- 60% of shoppers read SMS messages within five minutes.
- 98% of people read their text messages.
- Consumers reply to 45% of SMS marketing messages.
- Buyers are more likely to open offer messages compared to other types.
- 50% of the couponers in the United States use mobile coupons.
- 45% of potential clients would choose a product or brand after receiving an SMS.
- Retailers increased their spending on SMS platforms by 56% in 2020.
- Over 3/4s of clients want businesses to send them offers using SMS.

SMS marketing is cheaper, has a wider reach, and enjoys a better open and response rate than many other conventional marketing channels, like email.

Would you like to take advantage of this remarkable way to grow your business?

I would love to talk to you about how a plan can be customized to your business within your marketing budget.

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