



Your 30-Day Plan to Driving Results From a New SMS Program

Follow this blueprint to get your SMS channel off the ground, create your strategy, and drive immediate results.

DAY 1-3

Lay a strategic foundation

- Identify your SMS key performance indicators
- Determine your list growth strategy
- Create your triggered welcome message
- Personalize your auto-responder message
- Launch your sign-up units

DAY 4-7

Put your SMS strategy in action

- Integrate with your e-commerce platform
- Integrate your email service provider (ESP)
- Create your triggered abandoned cart reminder
- Set up your triggered browse abandonment reminder
- Send your first campaign message

DAY 8-14

Maximize your SMS program ROI

- A/B test your campaign messages
- Find your campaign messaging cadence
- Create your segmentation strategy
- Send your first segmented message

DAY 15-21

Add new strategies to your SMS toolbox

- Invite your email subscribers to sign up for texts
- Grow your SMS subscriber list on your social channels
- Optimize your campaign cadence
- Set up your triggered transactional messages
- Create your triggered post-purchase flows

DAY 22-30

Expand and optimize your SMS efforts

- Discover the sign-up units that resonate most with your audience
- Optimize your triggered messages with A/B testing
- Integrate with your customer experience (CX) platform
- Grow your list with Text-to-Join keywords in-store and on printed collateral



Attentive drives an average of 20.5% of total online revenue for e-commerce brands.

Learn more about why thousands of brands choose Attentive as their #1 SMS marketing solution, and see what we can do for you.

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