

BEST PRACTICES

# **SMS Marketing Strategy Checklist**

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Whether you're just starting to develop your SMS marketing strategy or want to optimize your existing program, use this checklist to help guide your decision-making.



## Growing your subscriber list

- Use mobile and desktop [sign-up creatives](#) to turn website visitors into SMS marketing subscribers
- Use checkout sign-up offers to acquire subscribers at the point of purchase
- Use dedicated landing pages to convert traffic from emails, social media, and other digital channels into subscribers
- Use platform-specific [sign-up tools](#) to drive social media opt-ins, such as from Instagram Stories
- Use Text-to-Join campaigns across different digital channels and in-store signage, packaging, or physical mailers to acquire subscribers both online and offline
- Use [incentives](#) to encourage consumers to sign up for your SMS marketing program



## Automating your subscriber engagement

- Use welcome messages to greet new subscribers and introduce your SMS marketing program
- Use browse abandonment messages to remind subscribers of products they recently viewed but didn't add to their carts
- Use [cart abandonment messages](#) to remind subscribers of products they added to their carts but didn't purchase
- Use post-purchase messages to thank subscribers for their business, promote loyalty or rewards programs, recommend products based on recent purchases, and solicit reviews or referrals



## Crafting your campaigns

- Use special promotions to create a sense of urgency and drive immediate action
- Use subscriber-exclusive offers to treat your subscribers like VIPs and build long-term loyalty
- Use product announcements to generate excitement and build anticipation among subscribers
- Use best-sellers and back-in-stock items to keep your brand top of mind
- Use behind-the-scenes content related to your employees and business operations to humanize your brand and deepen emotional connections
- Use content related to your mission and values to differentiate your brand from competitors and inspire confidence among your subscribers
- Use content focused on social causes and philanthropy to demonstrate how your brand values align with your subscribers' and make shoppers feel good about their purchases
- Use relevant educational content to build trust among your subscribers and position your brand as a leader in your industry



## Personalizing your conversations

- Use purchase history to inform the content you send subscribers and when
- Use past message engagement to tailor messages for certain subscribers
- Use browsing behavior to spotlight products based on what your subscribers have expressed interest in
- Use geolocation to ensure your content is relevant to where your subscribers live



## Testing and measuring your tactics

- Use testing to compare the performance of different copy and CTA variations
- Use testing to learn how emojis, images, GIFs, and videos impact messaging performance
- Use testing to understand how often you should send your subscribers messages to drive the best results
- Use testing to determine which days and times you send messages is most effective for your SMS marketing program
- Use testing to analyze how different types of sign-up incentives influence subscriber growth
- Use analysis and reporting to evaluate your performance and optimize your subscriber growth, click-through rates, and conversions



## Strengthening your integration and collaboration

- Use integrations—such as with your e-commerce platform, ESP, CDP, CRM, and customer service software—to share and synchronize data for improved personalization, channel alignment, and two-way conversations
- Collaborate with teams both inside and outside your marketing department—such as email, social media, paid media, e-commerce, sales, and customer service teams—to make sure your SMS marketing program is aligned with your other digital marketing channels and uncover valuable information about your target audience you can apply to your strategy

Want to see real-world examples and find inspiration for your SMS marketing strategy? Explore [Texts We Love](#) to discover how leading brands use personalized text messaging to drive incremental revenue.