

A close-up, slightly low-angle shot of a man with short dark hair and a beard, wearing a blue denim shirt. He is smiling broadly, looking down at a smartphone he is holding in his right hand. His left hand is resting near his chin. The background is a warm, textured wall. The overall mood is positive and engaged.

 URBAN AIRSHIP

# SMS Playbook

*How to send better, smarter, more integrated SMS messages.*



# INTRO

With massive engagement and open rates — and the fact that just about every phone in the world can receive text messages — SMS is a channel marketers can't afford to ignore.

However, many marketers shy away from SMS — or don't use it to its full potential.

In this playbook, we'll show you some of the ways you can use SMS to create deeper connections with customers — and better integrate text messaging into your overall customer engagement strategy.

Whether you're still considering SMS, just getting started or looking for ways to expand your use of the channel, consider this an inspiration guide for making your SMS marketing even more valuable for your customers and your brand.







# BENEFITS OF SMS MARKETING

Why is SMS such a great channel? Among many other reasons, it's got astronomical engagement:

90%

*of text messages are read within 3 minutes*

98%

*open rate for SMS texts*

No other channel can touch it.





It's also one of only two engagement channels that allow you to communicate directly with your audience on mobile, without an app. (Stumped? The other one is [mobile wallet](#), which you should also definitely be exploring.)

That makes SMS a channel you can't afford to ignore.

Not convinced you need to take a closer look at your SMS strategy yet? Read on for ideas for using SMS that will make you think again.



# USE CASES

-  SMS for Promotions & Campaigns
-  SMS for Transactional Messaging
-  SMS and Mobile Wallet
-  SMS in Multi-Channel Engagement





# SMS FOR PROMOTIONS AND CAMPAIGNS

Quickly send generic or personalized promotions and campaigns that grab your customers' attention, spark action and get results.

## SMS FOR PROMOTIONS AND CAMPAIGNS

### **Sale Alerts:**

Drive action with SMS messages alerting your customers to sales or deals.

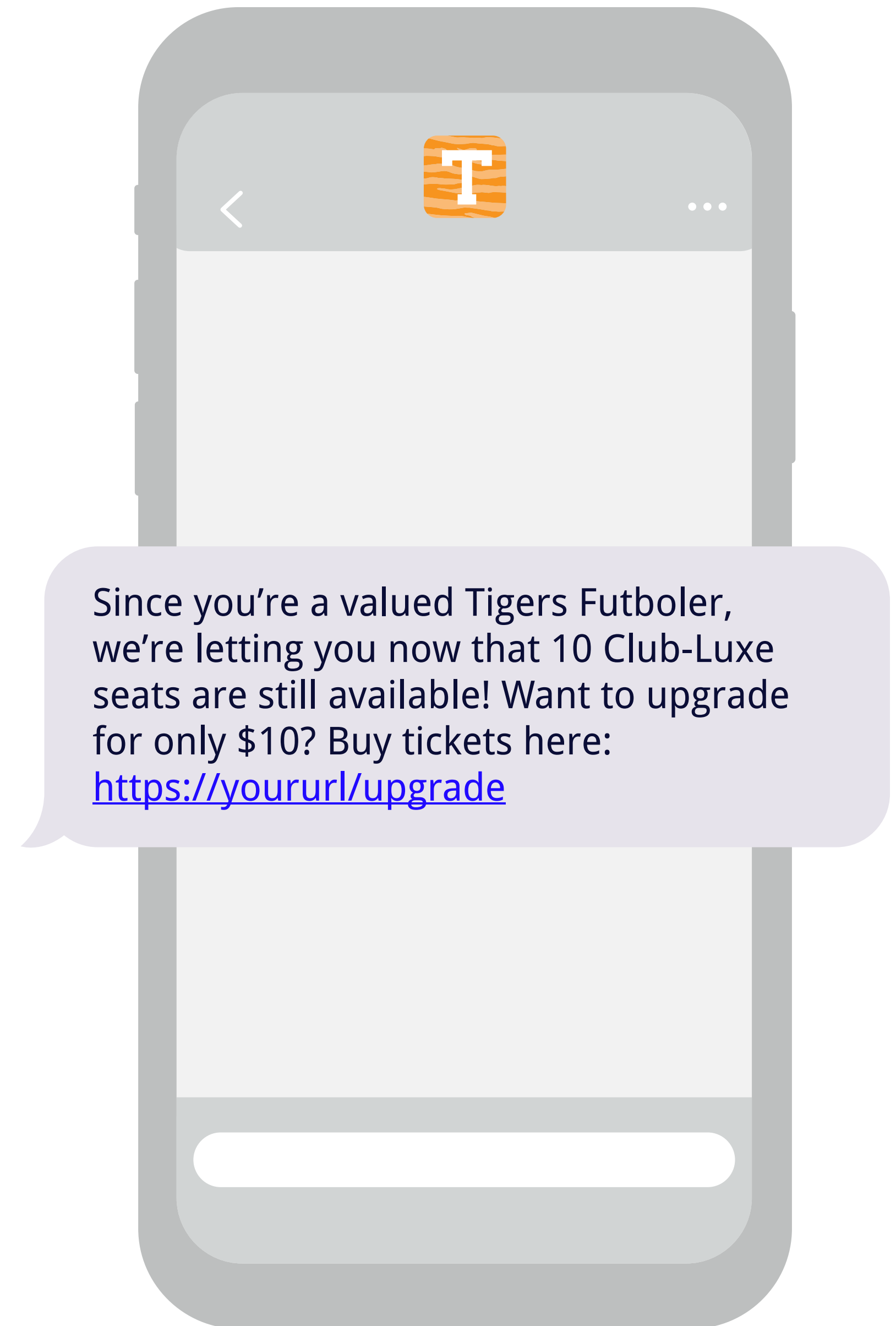
A stylized illustration of a smartphone with a grey frame. The screen shows a messaging app interface with a light grey background. At the top, there is a header bar with a back arrow on the left, a green square icon with white text 'SH' in the center, and three dots on the right. Below the header, a message bubble is displayed. The message bubble is light purple with a white shadow and contains the text: 'Hey Audrey, our Sweet Home Get Cozy event continues - 15% off everything in the store now through Sunday! Come see! <http://yoururl/GETCOZY>'. At the bottom of the screen, there is a white rounded rectangular input field.

Hey Audrey, our Sweet Home Get Cozy event continues - 15% off everything in the store now through Sunday! Come see! <http://yoururl/GETCOZY>

## SMS FOR PROMOTIONS AND CAMPAIGNS

### **Upsell:**

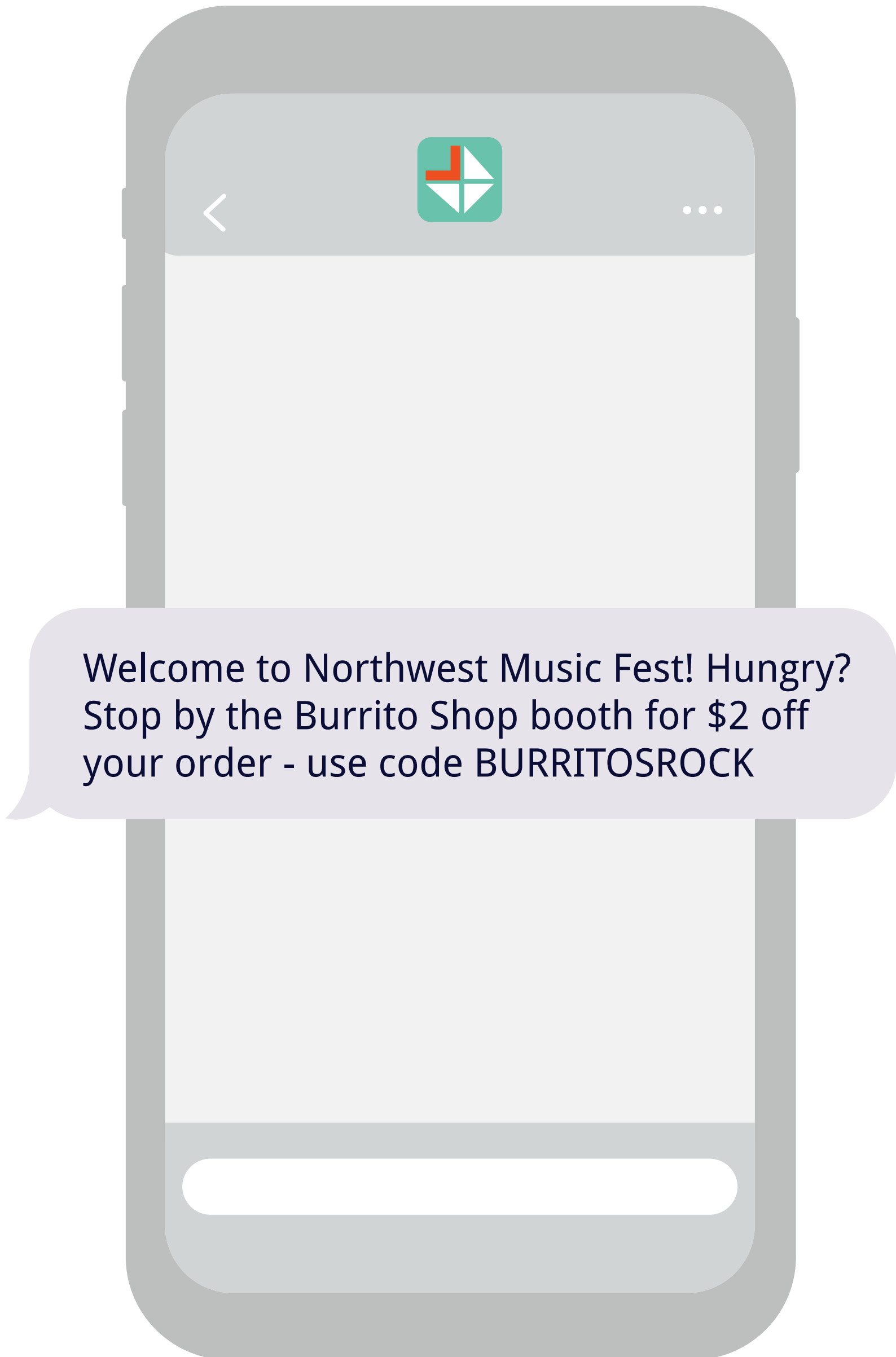
Generate incremental revenue with upsell opportunities for current customers.



## SMS FOR PROMOTIONS AND CAMPAIGNS

### **Partner Promotions:**

Create a highly visible way to promote partners and sponsors.

A stylized illustration of a smartphone with a grey frame. The screen is light grey and shows a text message interface. At the top, there is a navigation bar with a back arrow on the left, a green square icon with a white cross and a red dot in the center, and three dots on the right. A purple speech bubble containing text is positioned over the middle of the screen. At the bottom of the screen, there is a white rounded rectangular input field.

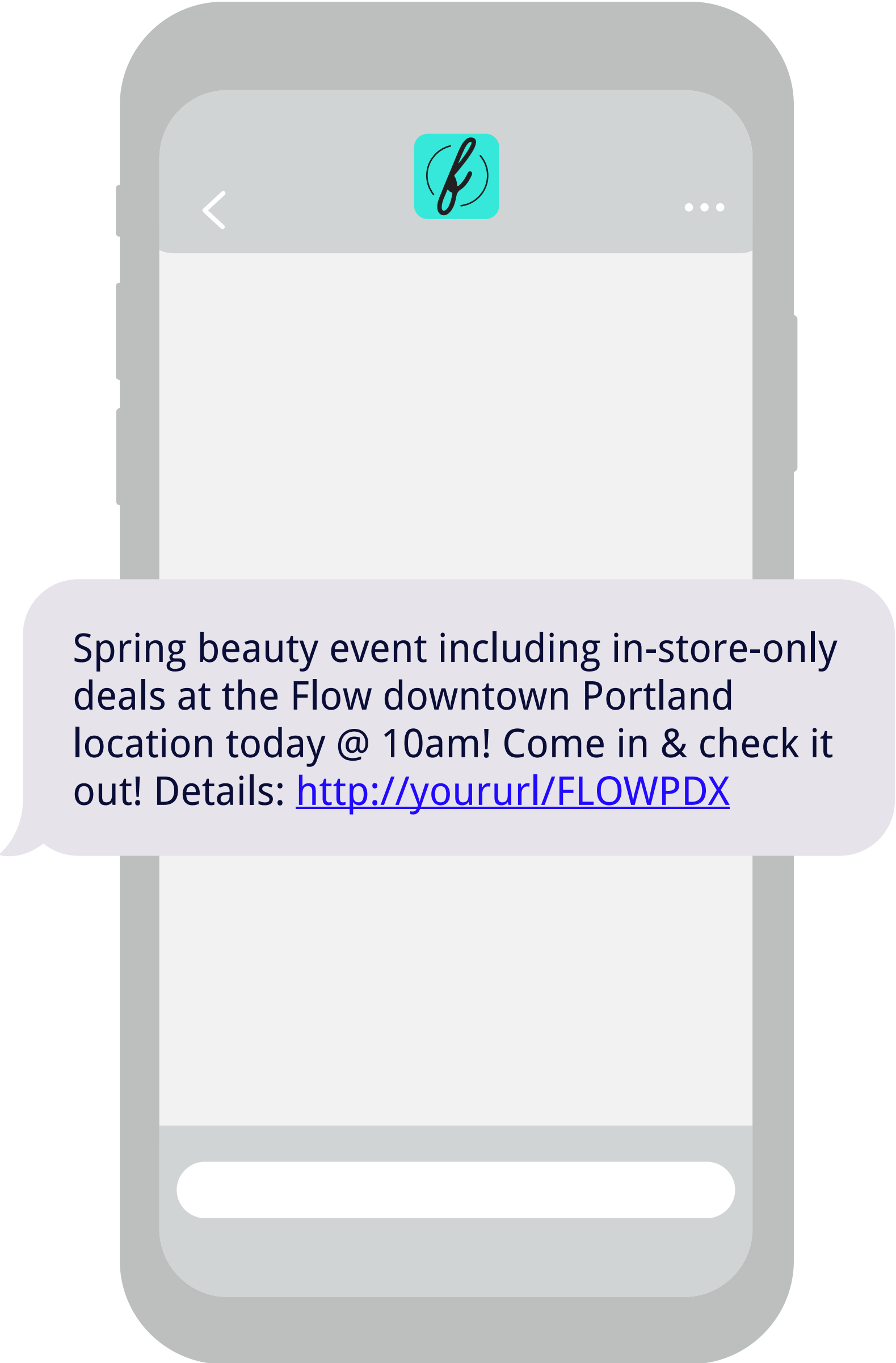
Welcome to Northwest Music Fest! Hungry?  
Stop by the Burrito Shop booth for \$2 off  
your order - use code BURRITOSROCK



## SMS FOR PROMOTIONS AND CAMPAIGNS

### **Drive In-Store Traffic:**

Create more opportunities to connect with customers in store.



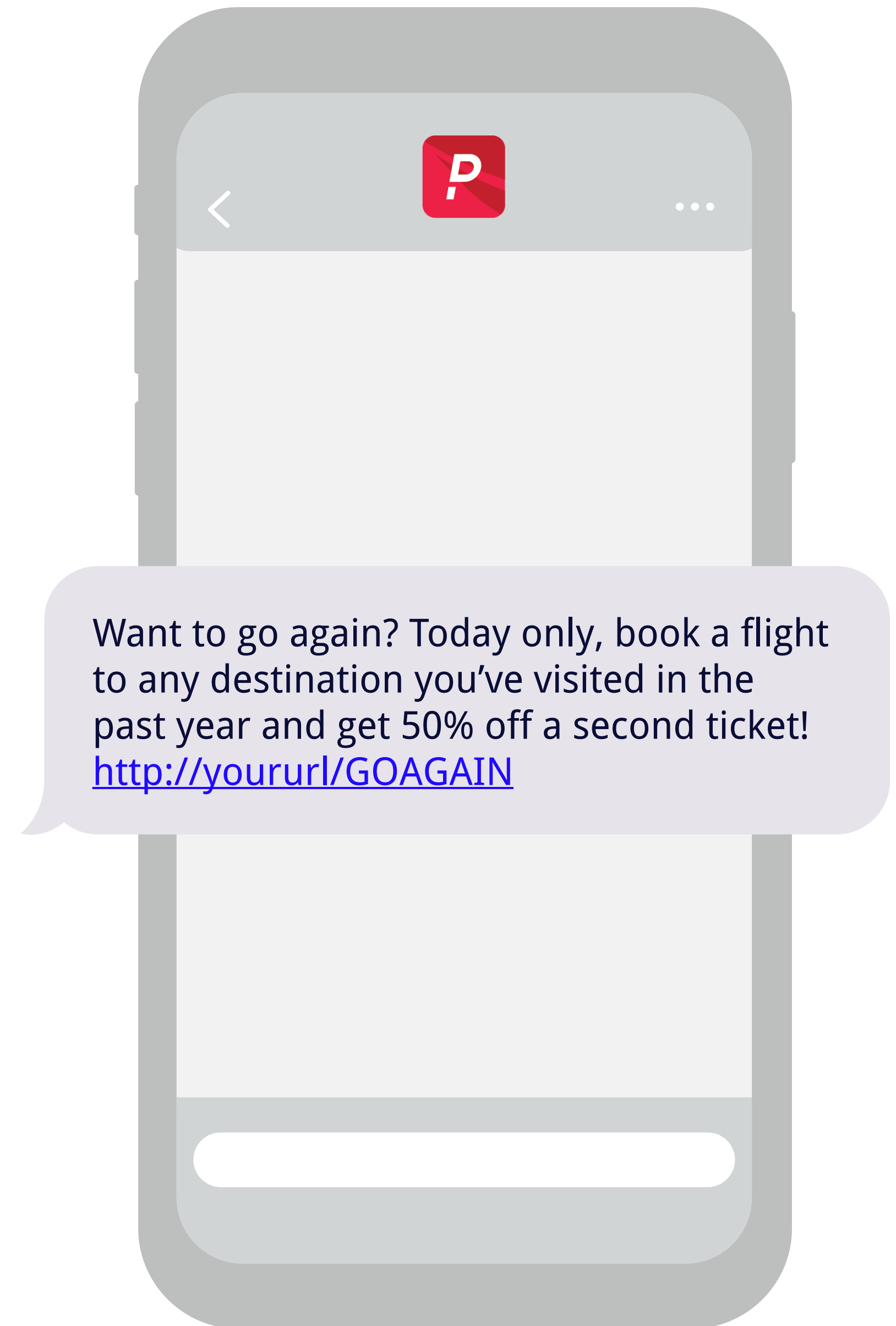
Spring beauty event including in-store-only deals at the Flow downtown Portland location today @ 10am! Come in & check it out! Details: <http://yoururl/FLOWPDX>



## SMS FOR PROMOTIONS AND CAMPAIGNS

### **Ignite Repurchase:**

Nudge users to repeat a purchase or a fantastic experience.

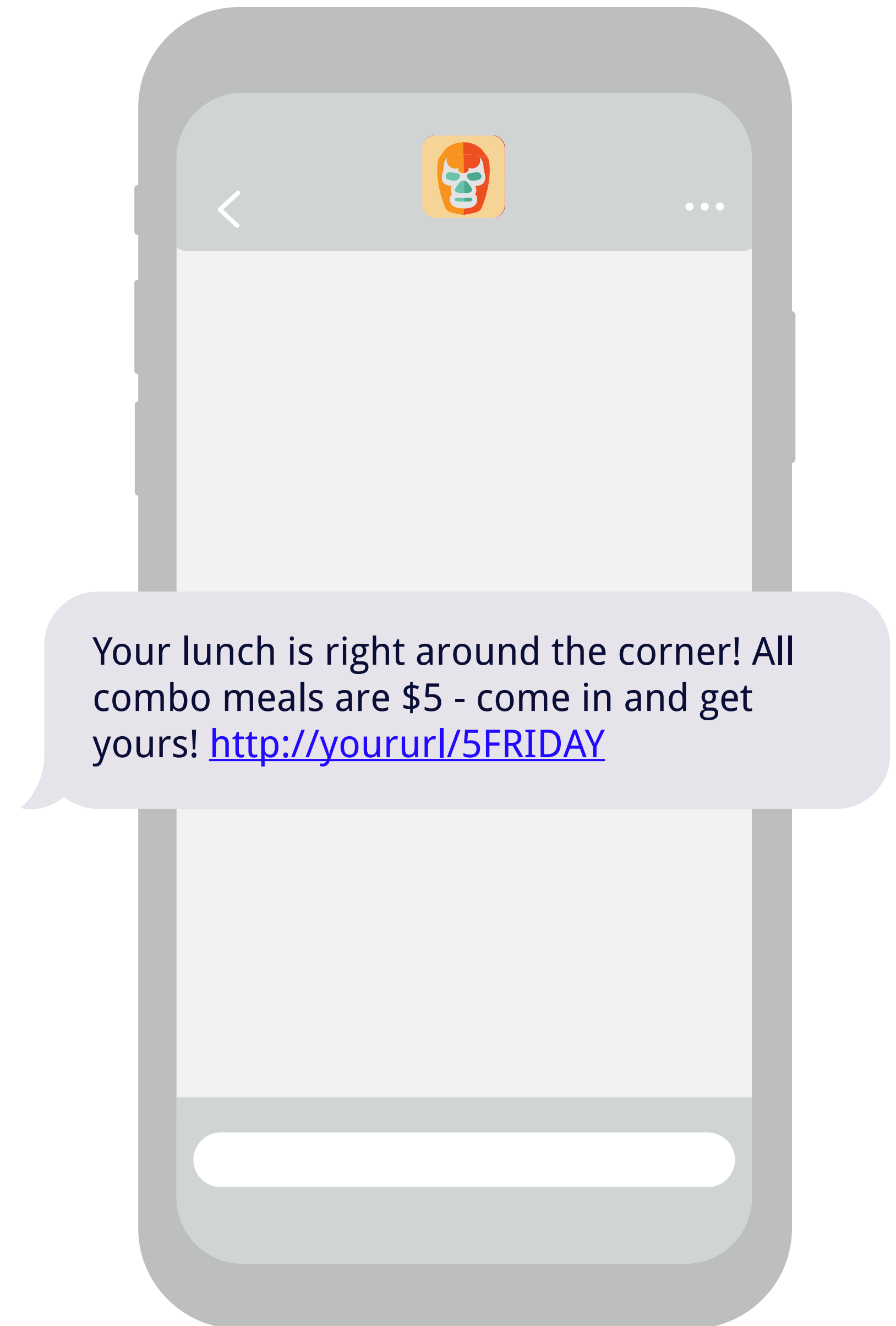




## SMS FOR PROMOTIONS AND CAMPAIGNS

### **Location Aware Promotions:**

Drive action based on location.





# SMS FOR TRANSACTIONAL MESSAGING

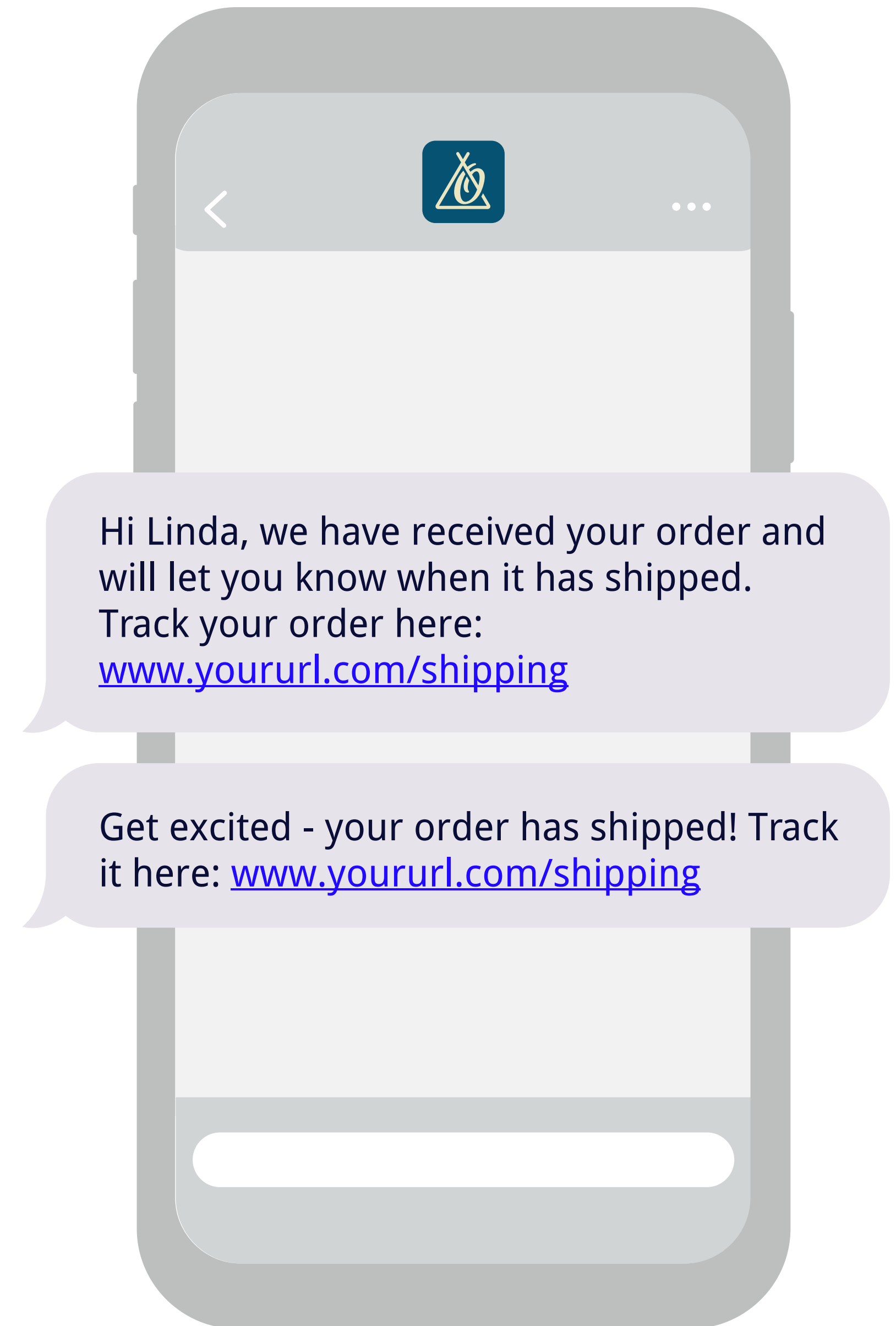
Make transactional messages more visible and useful — or respond to a user request through your preference center to send transactional messages via SMS.



## SMS FOR TRANSACTIONAL MESSAGING

### Transaction Confirmation:

Make it easy to see when an order has been received and when it's been shipped, and provide tracking information at their fingertips.



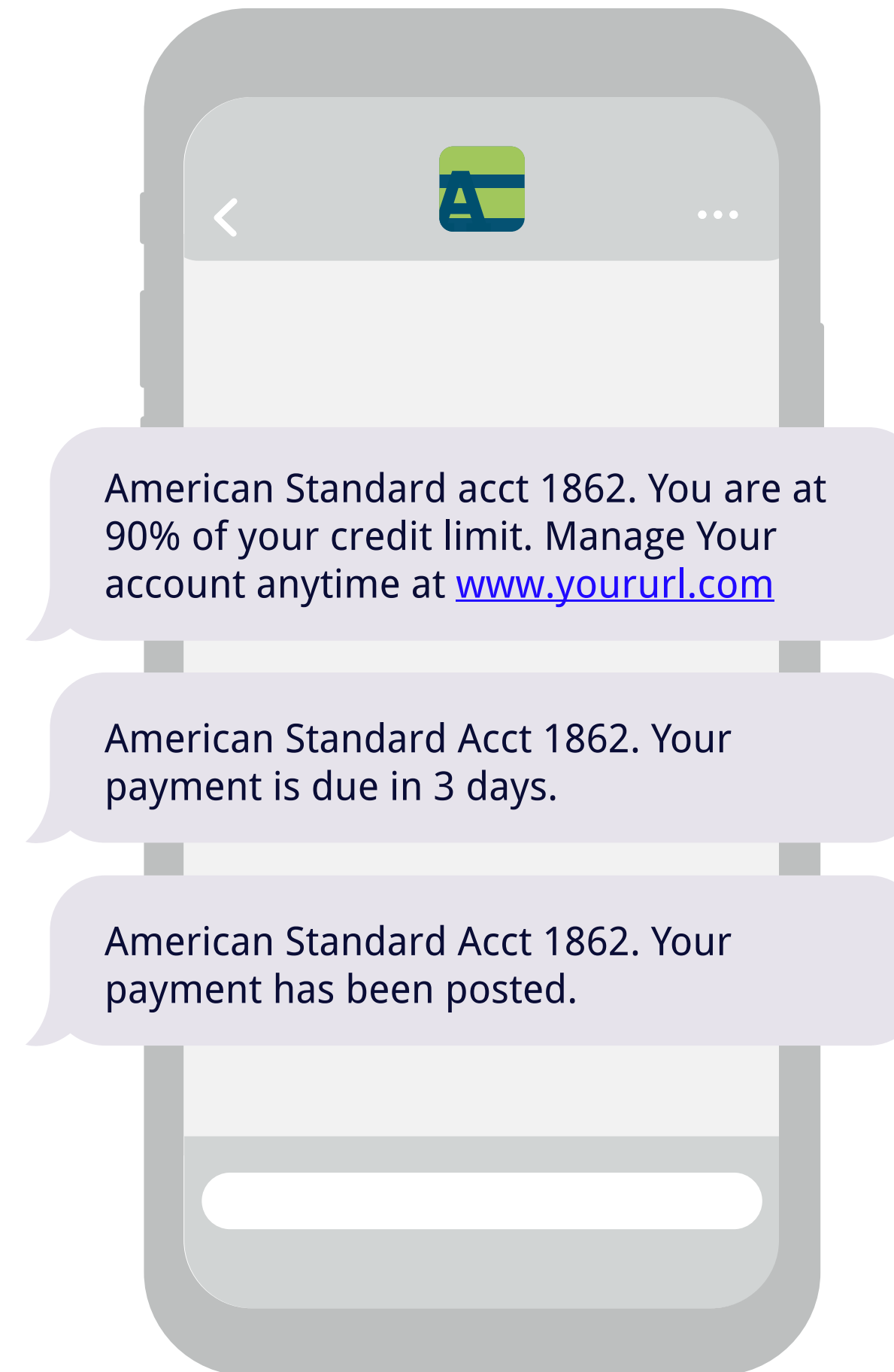


## SMS FOR TRANSACTIONAL MESSAGING

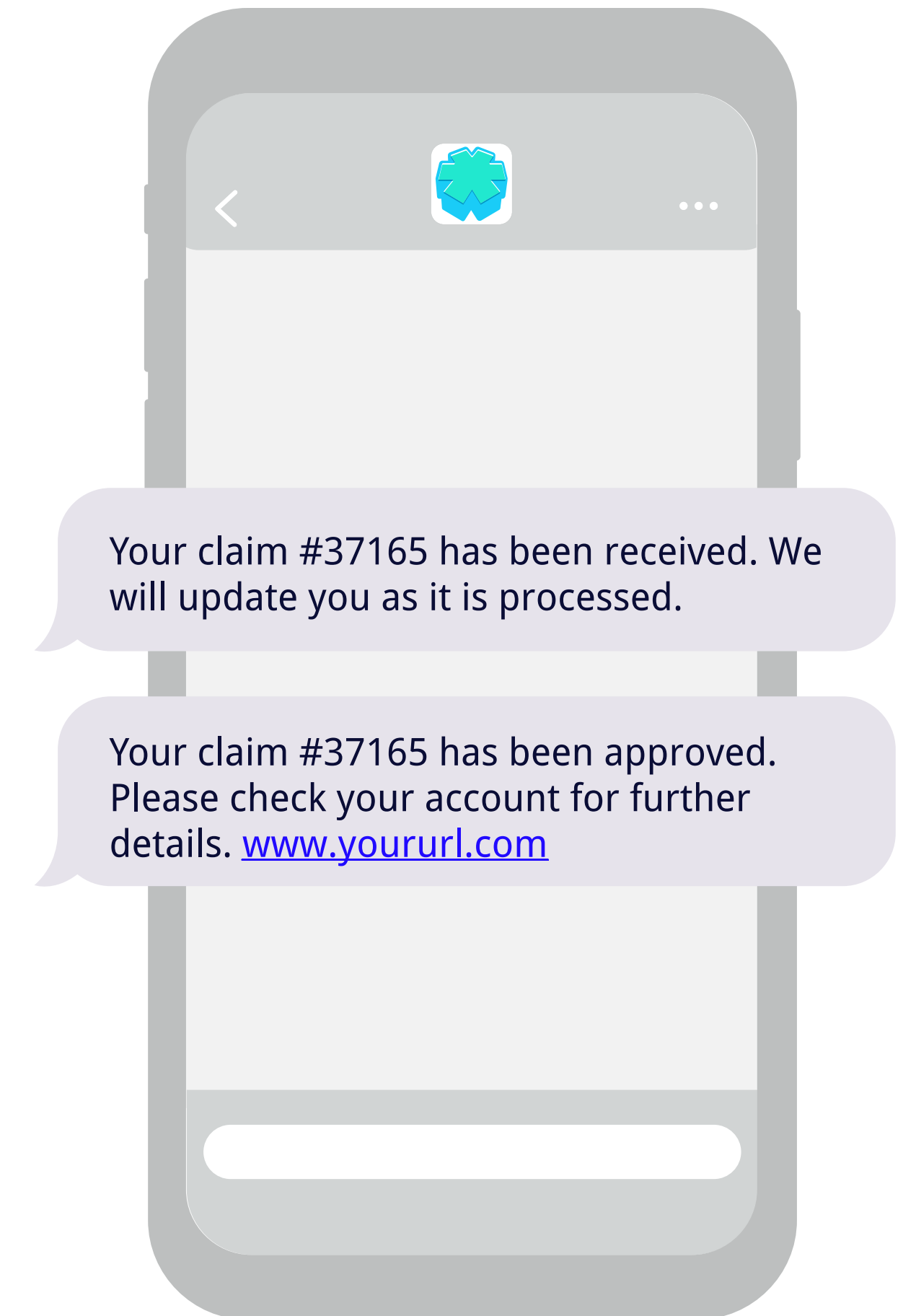
### Alerts:

Put mission-critical information front and center on your customers' phones.

*Deposit and balance.*



*Claim reports received and updates.*





# SMS AND MOBILE WALLET

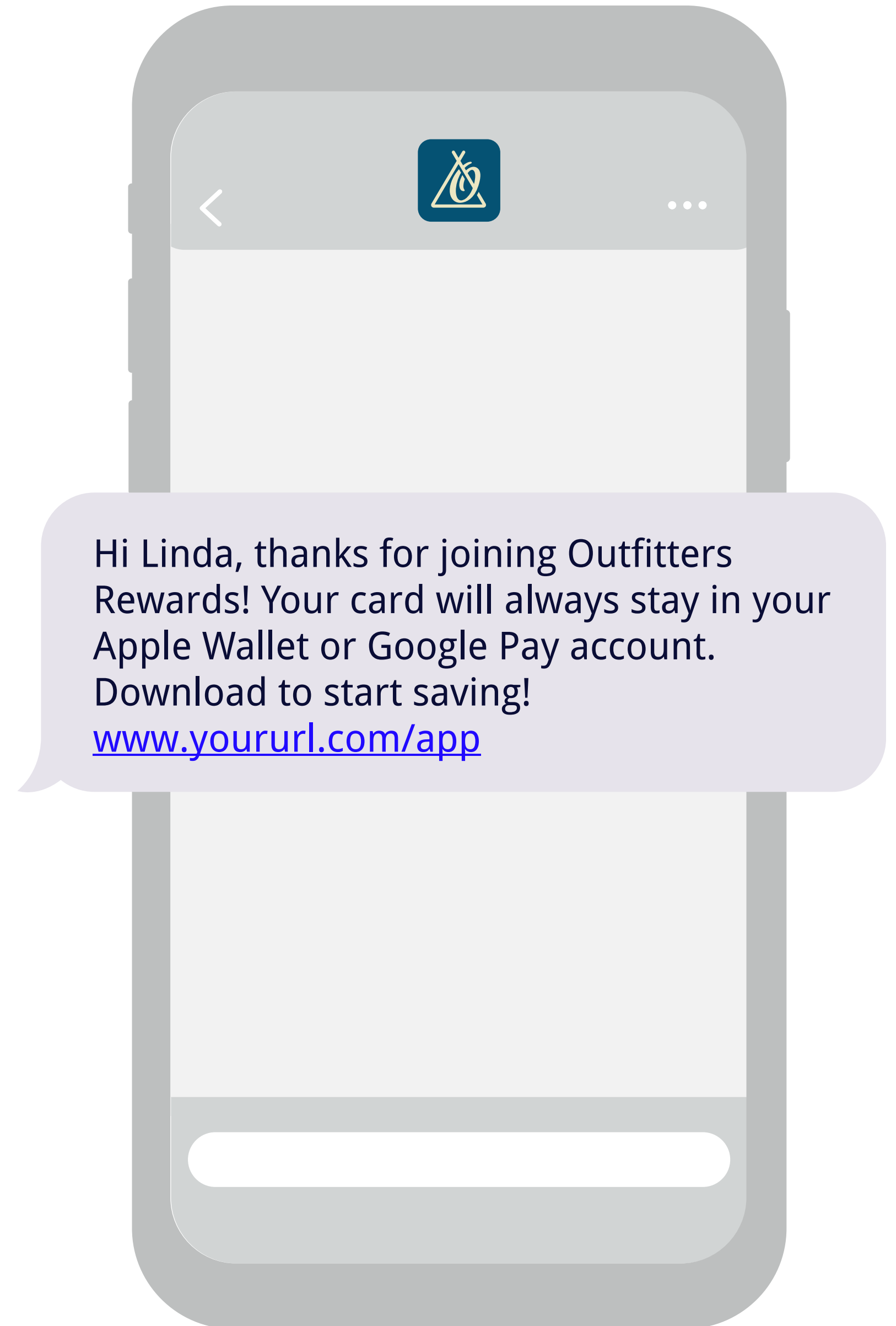
Some things are just better together, like SMS and mobile wallet. Using SMS' wide reach with the convenience of mobile wallet creates a powerful combo for engagement.



## SMS AND MOBILE WALLET

### **Loyalty Card Delivery:**

Make it easier than ever for your customers to get your loyalty card in their mobile wallet.



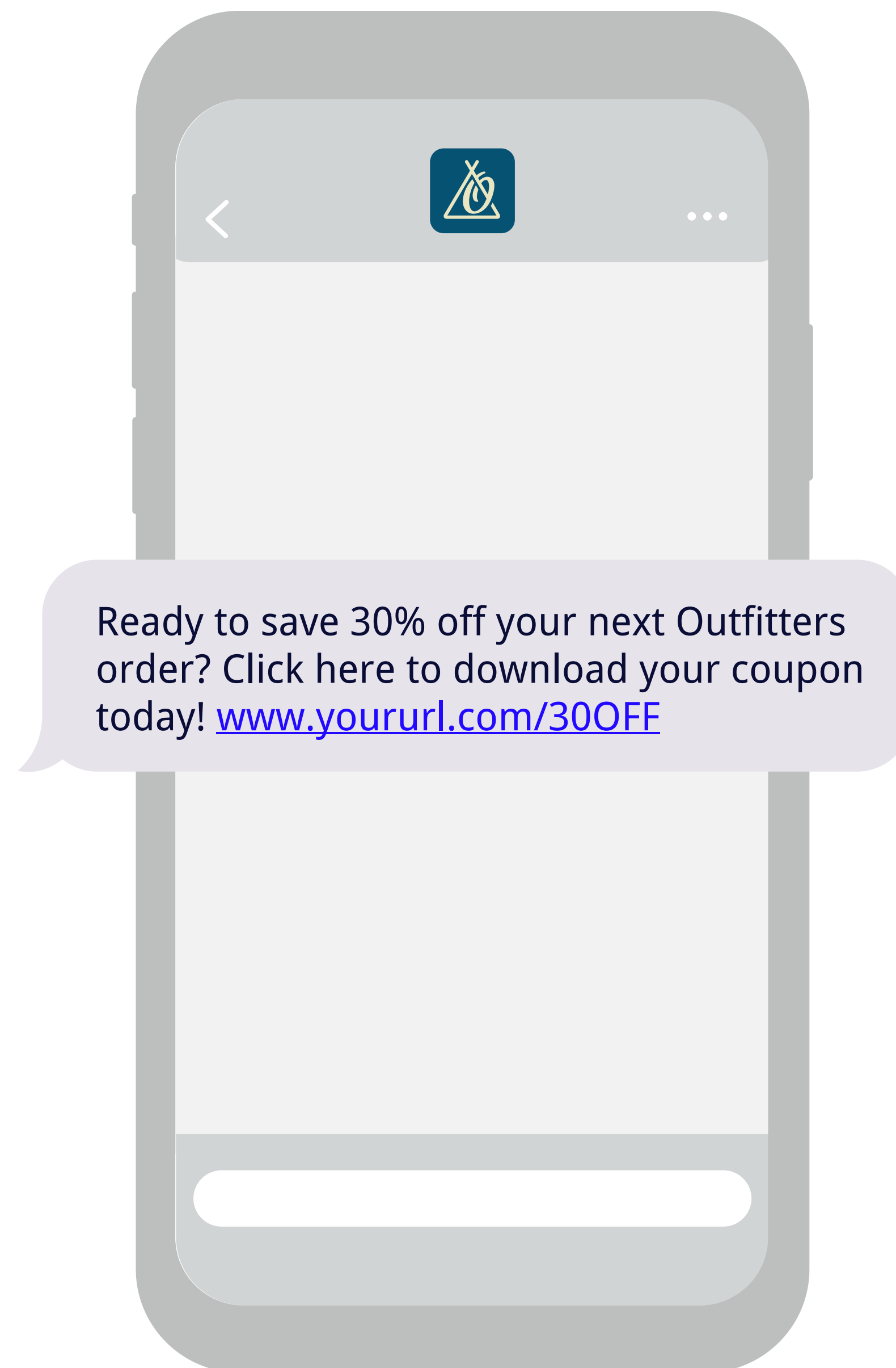
Hi Linda, thanks for joining Outfitters Rewards! Your card will always stay in your Apple Wallet or Google Pay account. Download to start saving!  
[www.yoururl.com/app](http://www.yoururl.com/app)



## SMS AND MOBILE WALLET

### Coupon Delivery:

Send a mobile wallet coupon quickly and easily.

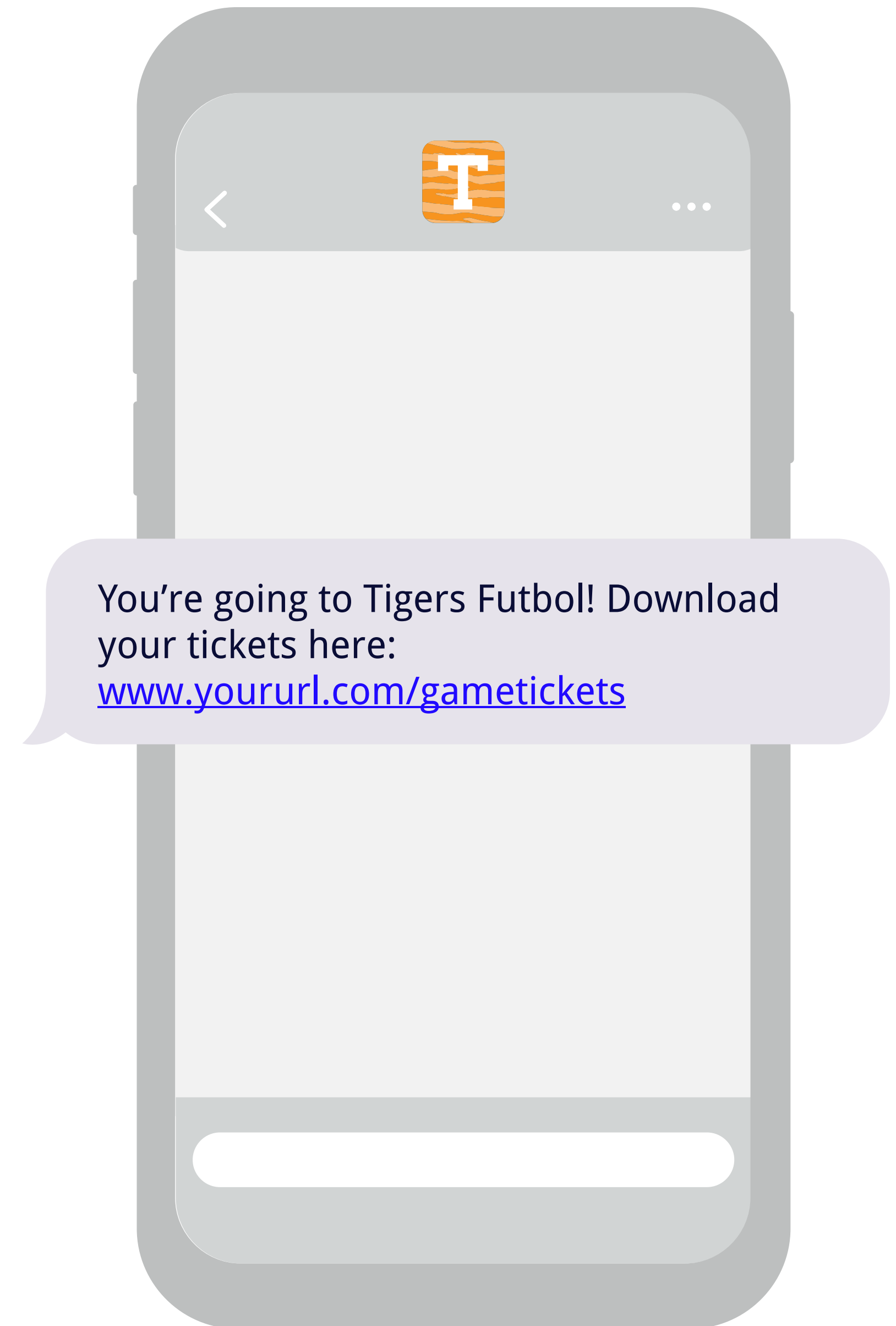




## SMS AND MOBILE WALLET

### **Ticket Delivery:**

Create a seamless ticket delivery — and paperless event-entry experience — by sending a mobile wallet ticket via SMS.

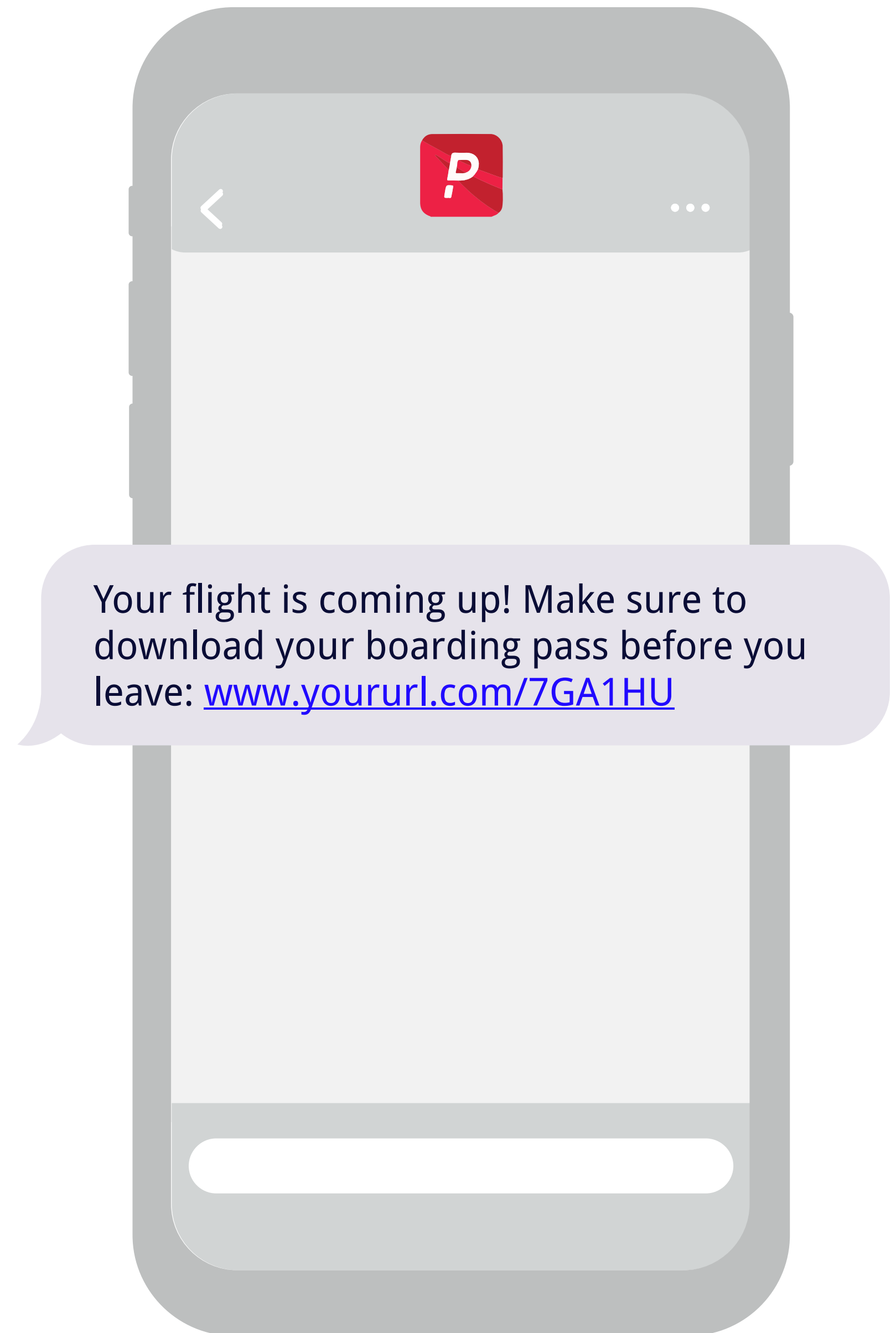




## SMS AND MOBILE WALLET

### **Boarding Pass Delivery:**

Create an amazing day of travel experience — that doesn't depend on a wifi connection — by sending a mobile wallet ticket via SMS.





# SMS IN MULTI-CHANNEL ENGAGEMENT

In a recent poll we ran, marketers said one of the key reasons they're hesitant to use SMS is fear of over-messaging customers.

We agree: pinging your customers too often is a horrible, terrible, no good very bad way to earn trust, loyalty and drive long-term value.

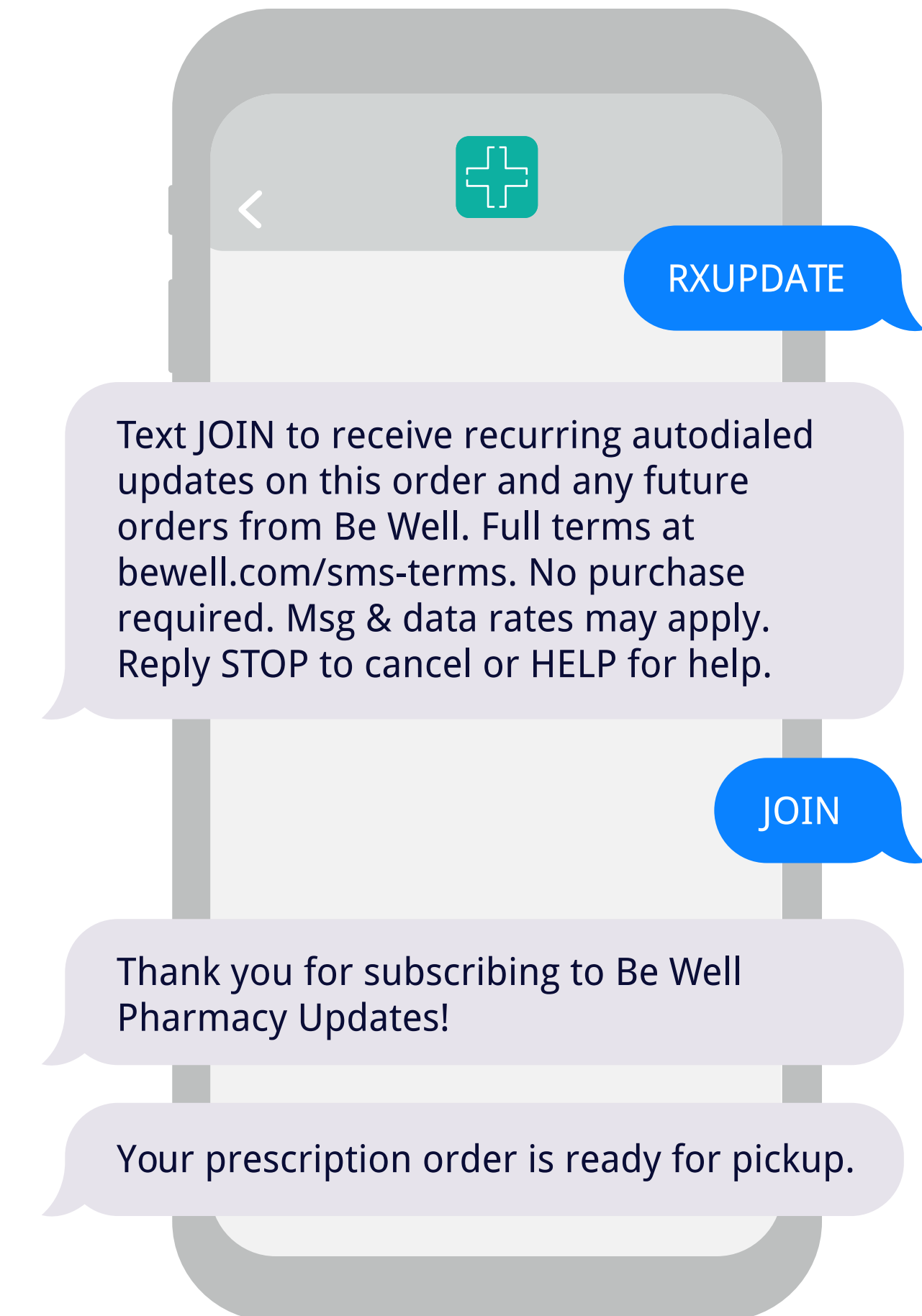
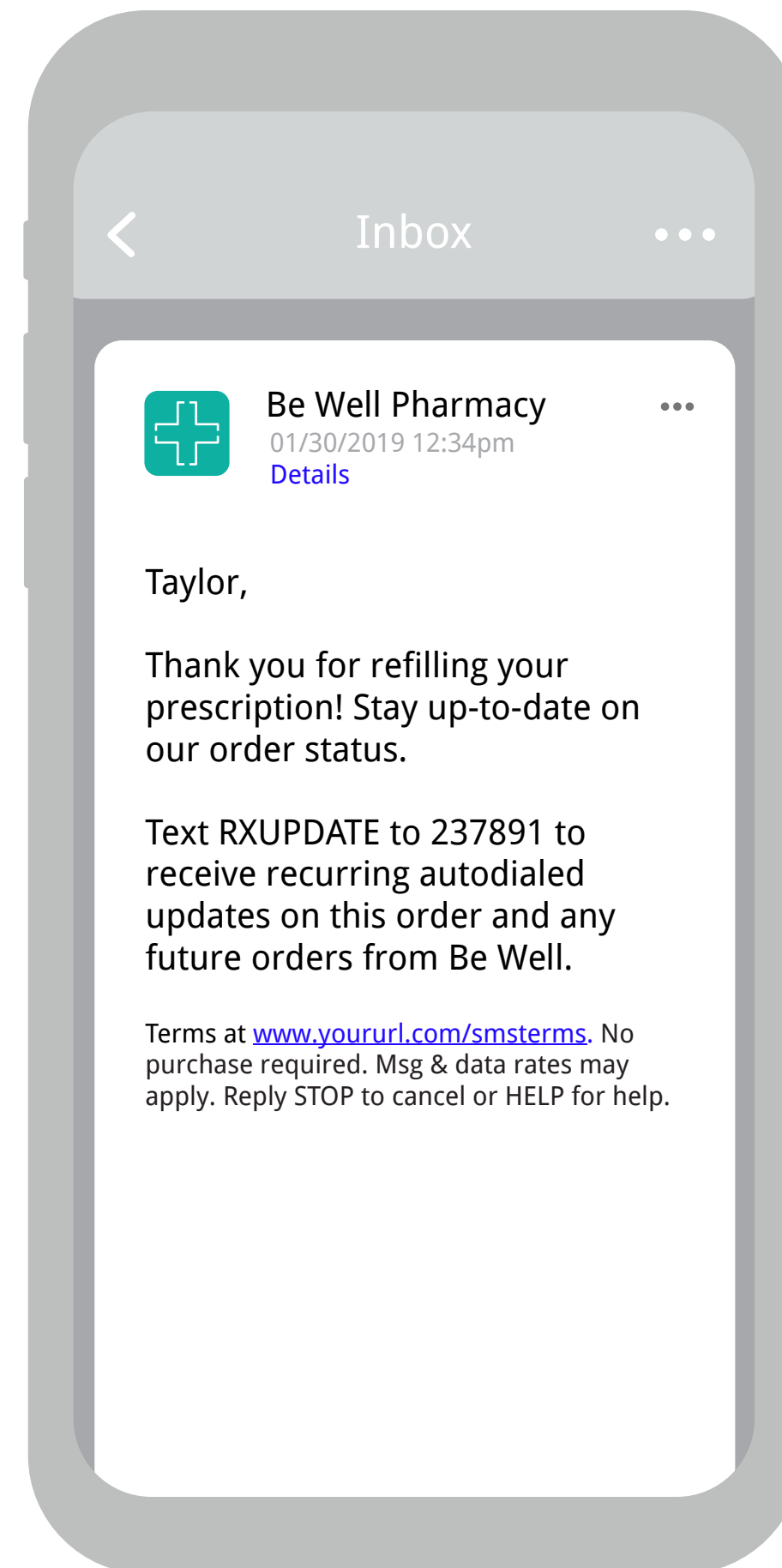
That's why we've created smart ways to orchestrate messaging across all your customer engagement channels, so you can use the best mix of channels for messaging — instead of blasting customers on every channel every time.



## SMS IN MULTI-CHANNEL ENGAGEMENT

### Email + SMS for Transactional Notifications

Make sure customers are getting critical updates on all the channels they want to receive them on. Send an SMS opt-in offer via email to give them maximum flexibility.

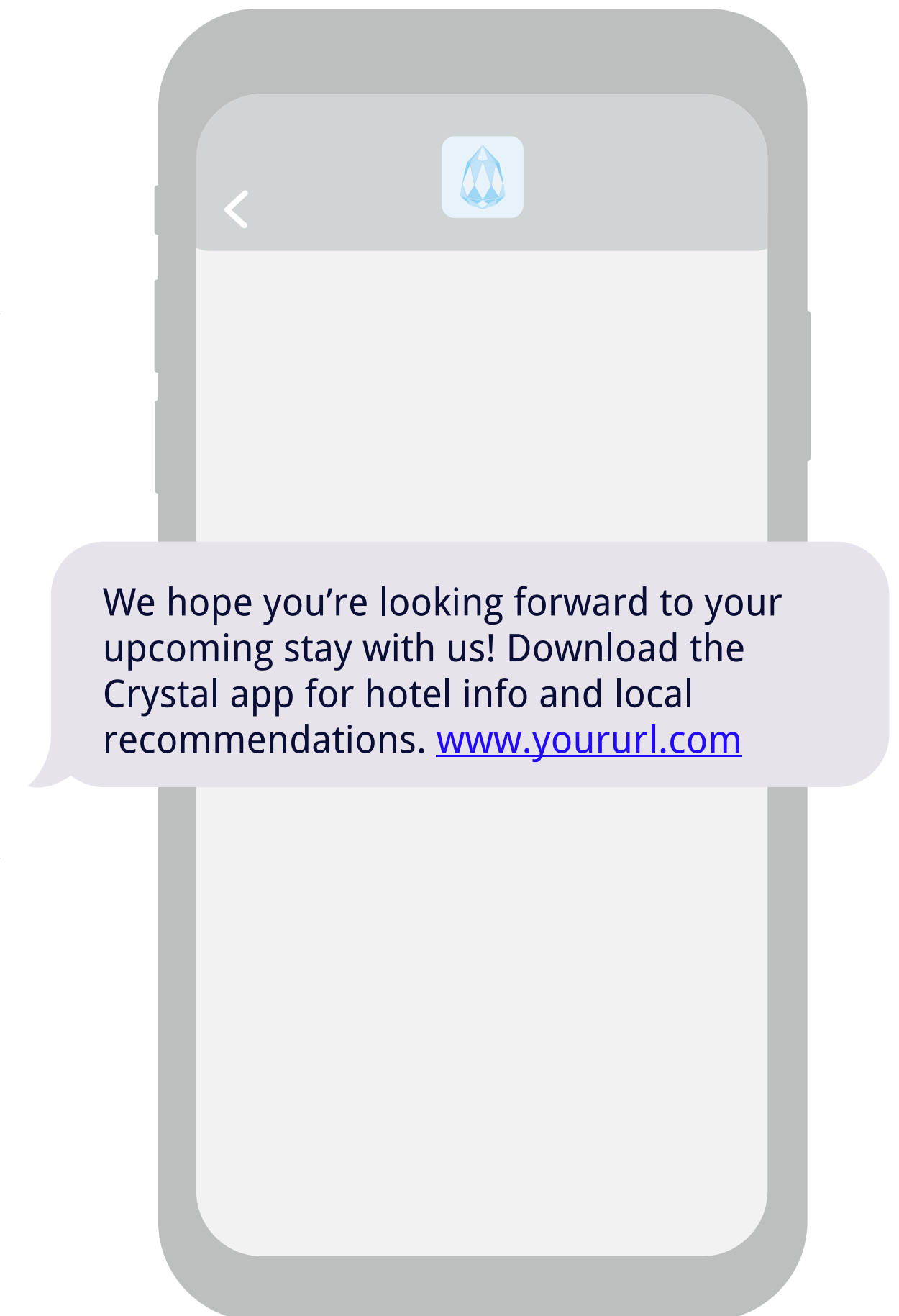
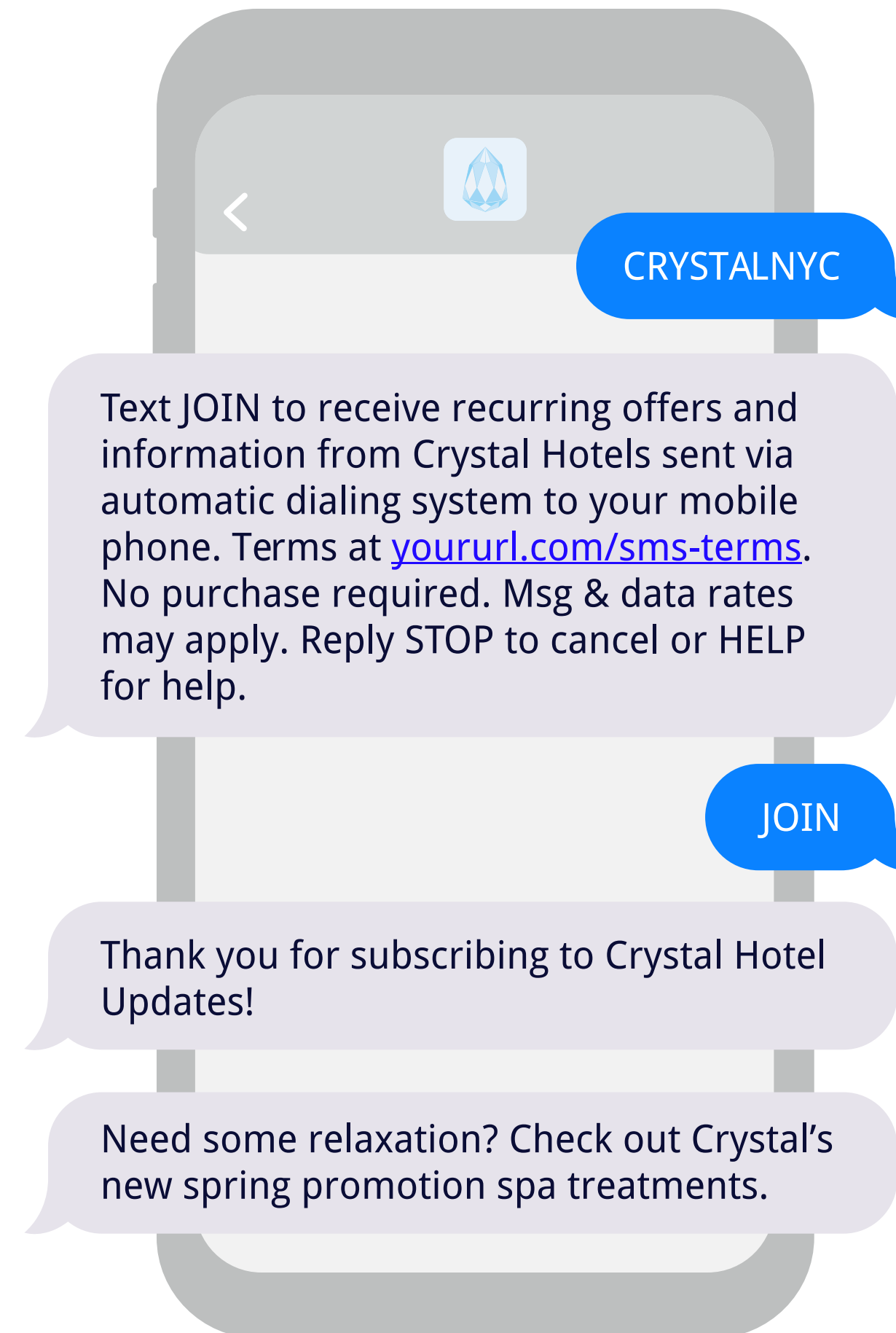
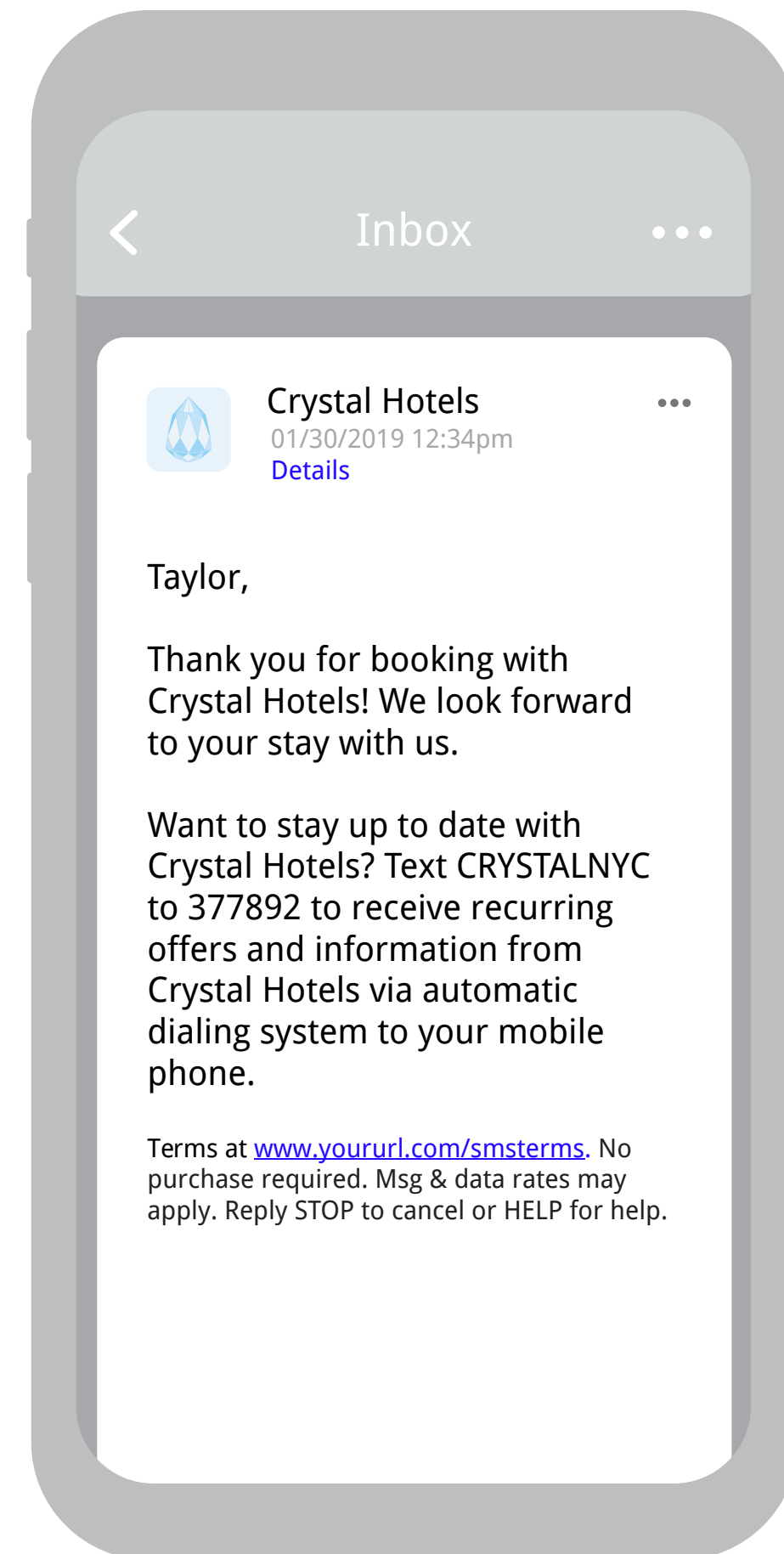




## SMS IN MULTI-CHANNEL ENGAGEMENT

### Email + SMS For Expanding Engagement Channels:

The more options you have for messaging users directly the better. Use email to promote a “text club” messaging channel - and identify your most loyal customers.

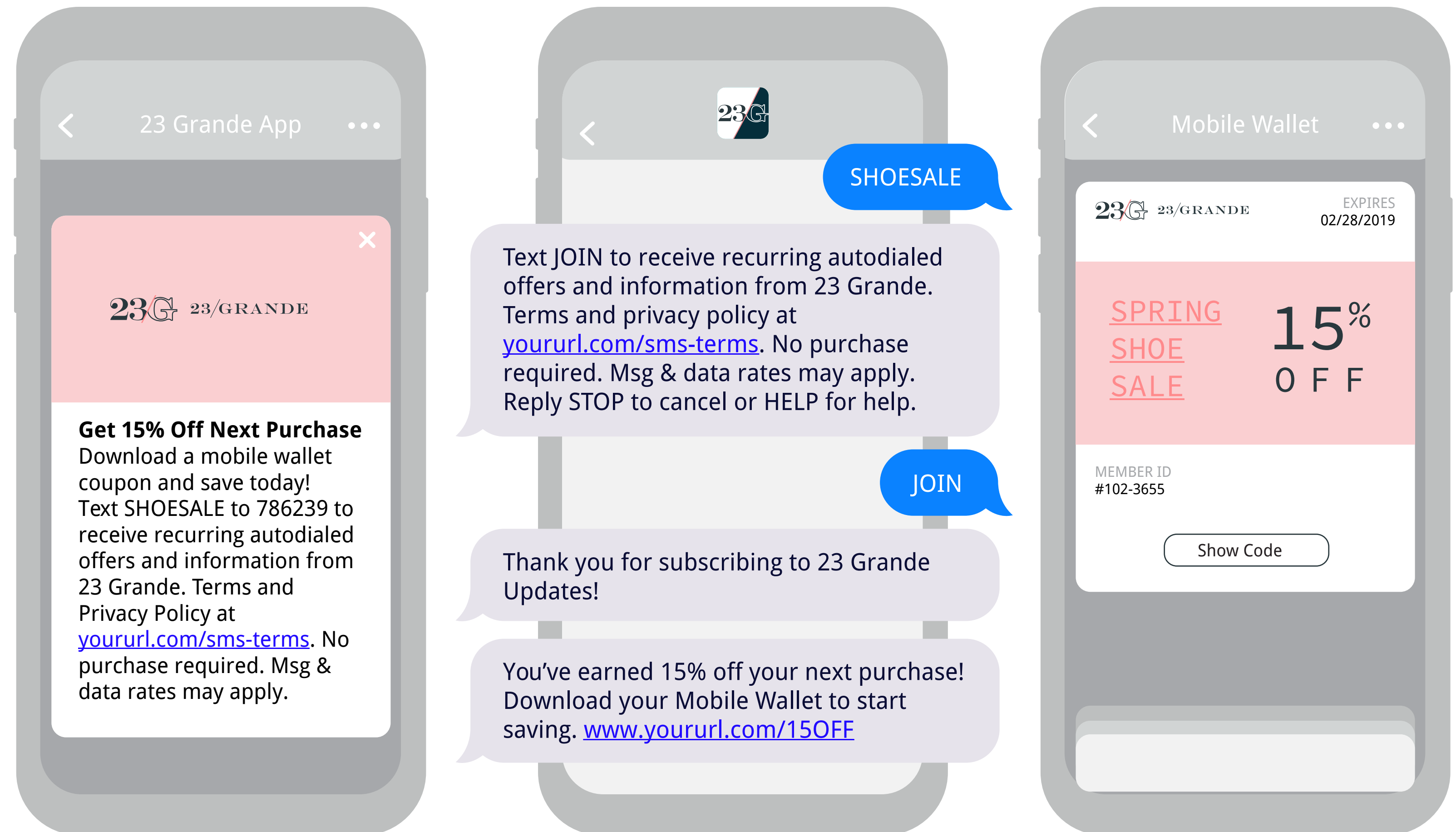




## SMS IN MULTI-CHANNEL ENGAGEMENT

### In-App Message + SMS + Mobile Wallet:

Provide an incentive to expand to two new channels: SMS and mobile wallet. It's a win/win for being able to message your customers directly — even if they delete or become inactive on your app.

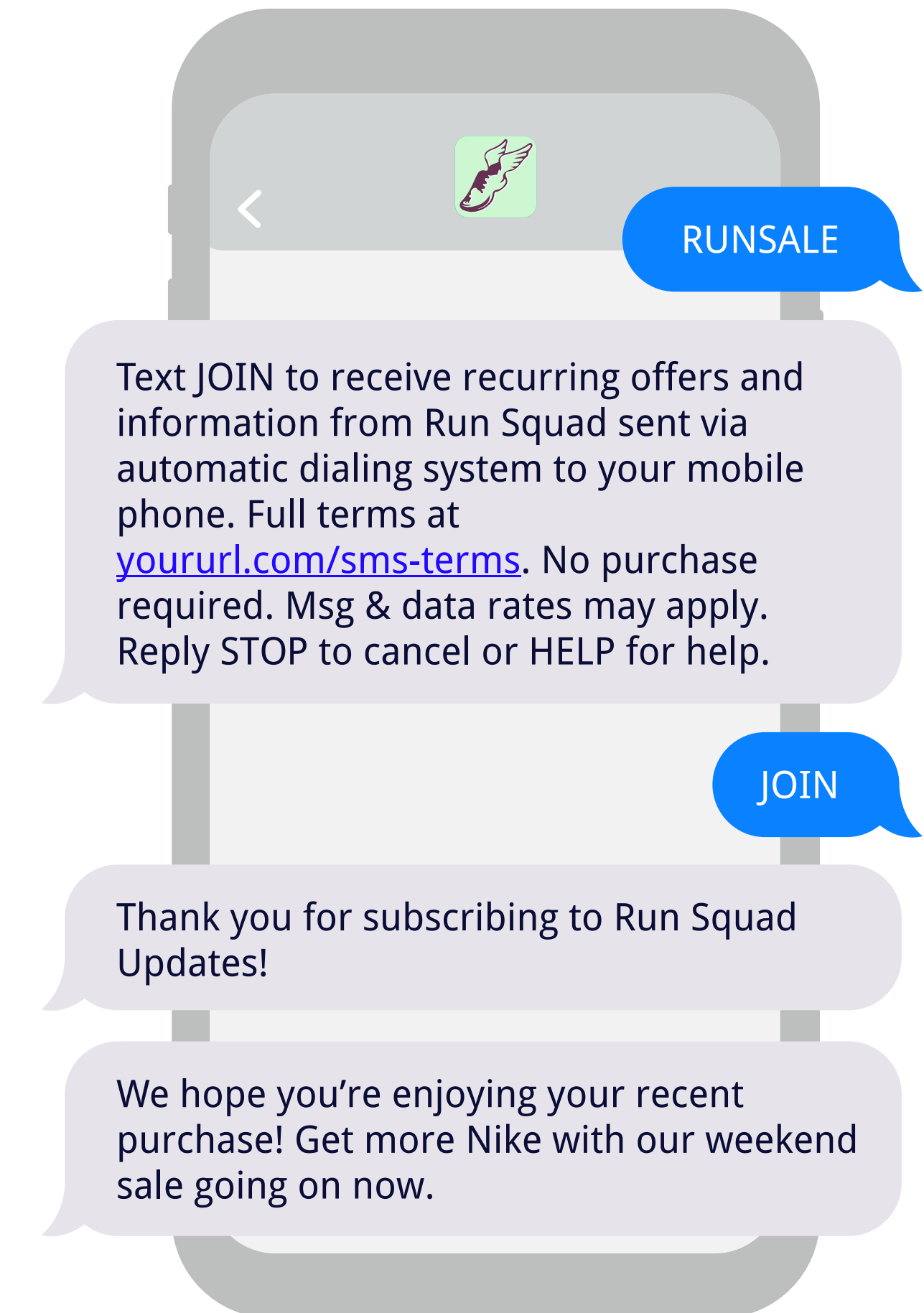
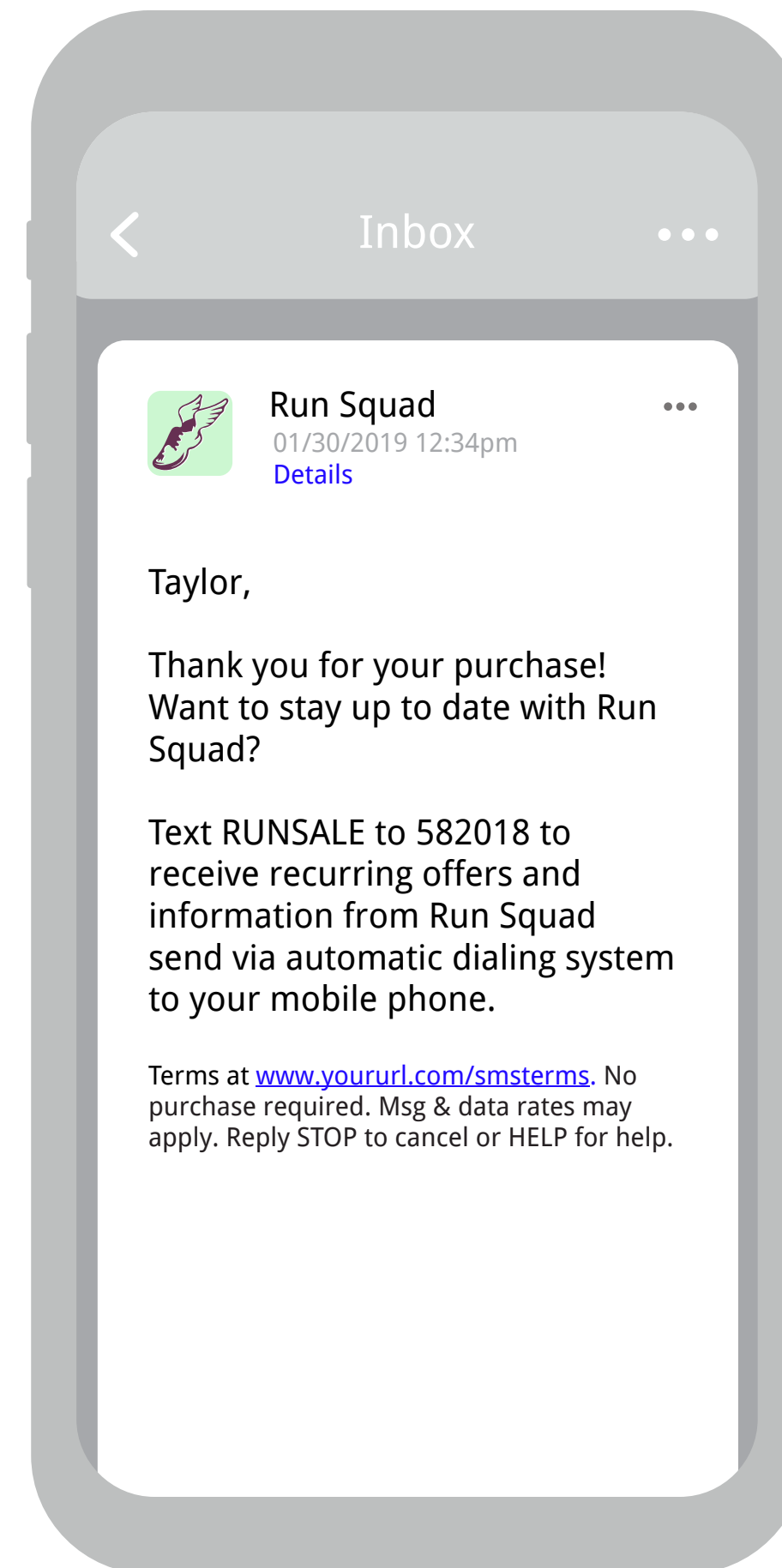




## SMS IN MULTI-CHANNEL ENGAGEMENT

### Email + SMS for Upsell:

Use an email to point users to opt into your text marketing program — then quickly show them how valuable it will be by providing them a personalized coupon via SMS that pivots off a purchase they've already made.





# WHAT'S OUT-OF-THE-BOX WITH URBAN AIRSHIP'S SMS

Using SMS through Urban Airship's Digital Growth Platform provides everything you need to connect with your audience on SMS in one convenient package:

- . **Multi-channel orchestration:** Orchestrate SMS messages as part of a multi-channel customer engagement strategy
- . **Single interface:** One interface supports all channels managed by our Digital Growth Platform (from push notifications to email to web notifications)
- . **Scheduling:** Schedule messages to be delivered at a specific time
- . **Mobile wallet integration:** Deliver personalized passes, tickets, coupons and more
- . **Opt-in/out management:** Inbound requests to opt in or out of SMS are handled for you
- . **Easy upload:** Upload numbers in bulk via CSV
- . **Robust API:** Real-time, server-to-server messages for getting the message there at exactly the right time
- . **Audience segmentation:** Quickly define unlimited subsets for targeted campaigns
- . **Personalization:** Send transactional messages triggered by a backend system (confirmation, tracking etc.)
- . **Analytics:** See how SMS performs on its own, and against other channels.



# CONCLUSION & RELATED RESOURCES

A low barrier to entry, along with the excellent open and read rates, gives brands incomparable opportunities to not only reach more people but create more loyal customers from an untapped app-less group with SMS.

A great SMS marketing strategy opens up a world of possibilities for creating better, deeper and more valuable connections with your customers. Is your brand maximizing the opportunity from SMS? For more insight, use cases and best practices, check out these related resources.

## **Blog Posts:**

[SMS: Top Ten FAQs \(And Answers\)](#)

[Short and Sweet: Intelligent SMS Messages Pay Off](#)

[SMS Regulatory Compliance: What You Need to Know About Text Messaging](#)

## **Webinars:**

[Getting More ROI from SMS](#)

[SMS Product Demo: 5 Ways to Integrate SMS into Your Customer Engagement Strategy](#)

## **Datasheet:**

[SMS Datasheet](#)

## ABOUT URBAN AIRSHIP

Urban Airship® is trusted by thousands of businesses to drive growth with digital customer engagement. Every day, marketers and developers depend on Urban Airship to deliver billions of personalized, interactive notifications that inspire interest and drive action across all digital channels. Urban Airship is used by many of the world's most admired companies, including Adidas, Alaska Airlines, The Home Depot, NBCUniversal, Sky Plc and Zillow. For more information, visit [www.urbanairship.com](http://www.urbanairship.com), read our blog and follow us on Twitter or LinkedIn.





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