

**SMS
DEALS**
THE UNIVERSAL KEY
UNLOCKING
S[®]

UNLOCKING DIRECT CUSTOMER ENGAGEMENT

SMS MARKETING

YOUR GUIDE TO DIRECT CUSTOMER
COMMUNICATION

WHAT IS SMS MARKETING?

01

SMS marketing uses text messaging to deliver promotional content, updates, and offers directly to customers' mobile phones—no app download required.

02

With 98% of texts read within minutes, SMS offers unmatched immediacy and personal connection in today's mobile-first world.



SMS

KEY BENEFITS OF SMS MARKETING

01

SMS boasts up to 98% open rates, far surpassing email marketing. Messages are read within minutes of delivery, ensuring your content gets seen.

02

Messages are delivered instantly and responses come quickly. Perfect for time-sensitive promotions, alerts, and urgent communications.

03

Lower cost per message than most channels with higher ROI. Direct, personalized communication works on all phones without apps.



***"Direct messaging
builds stronger
customer
relationships."***



HOW SMS MARKETING WORKS

01

Collect Subscriber Opt-Ins: Build your list through website forms, in-store sign-ups, or keyword campaigns. Always obtain explicit consent before messaging.

02

Craft & Schedule Messages: Write concise, relevant content under 160 characters. Schedule campaigns based on optimal timing for your audience segments.


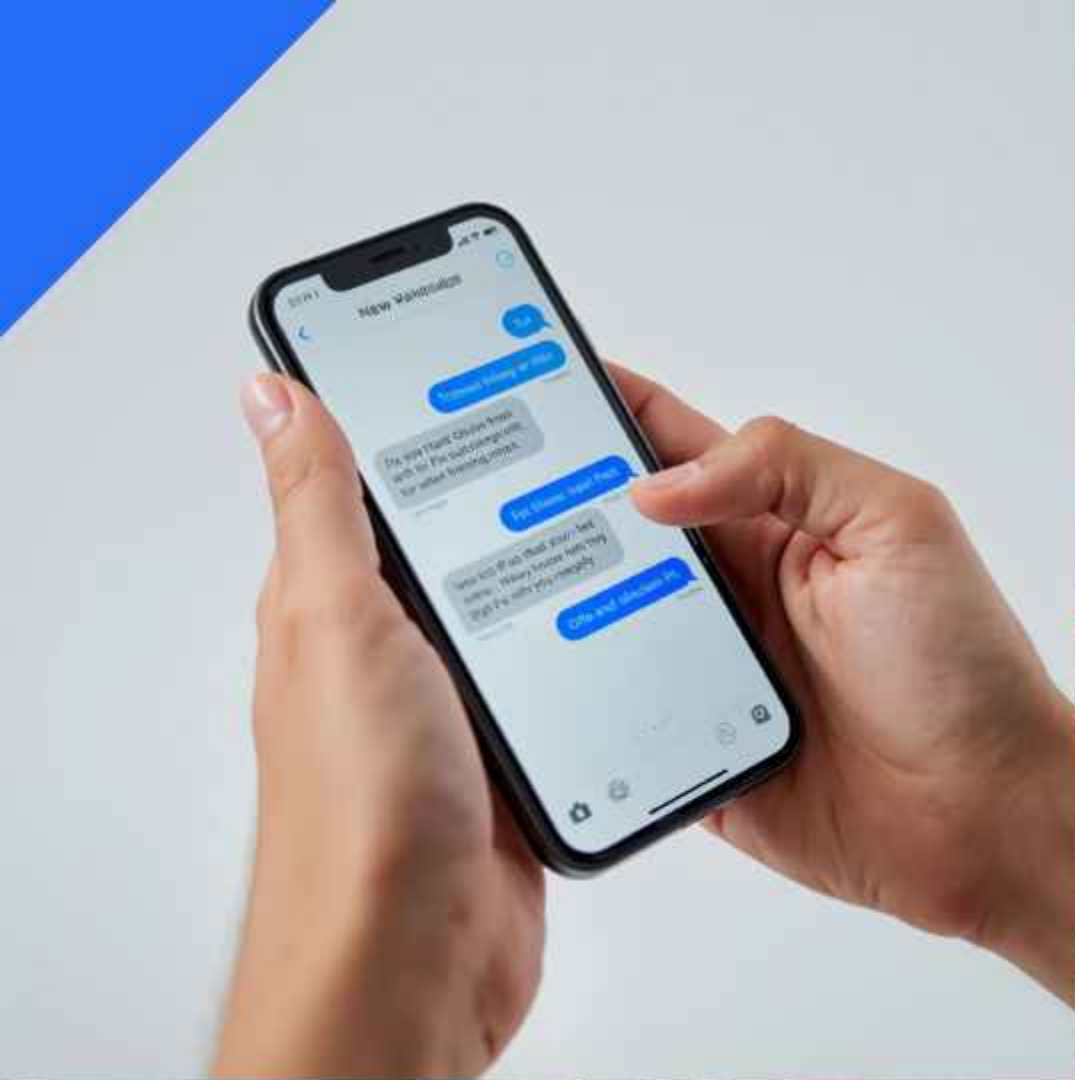
03

Send & Track Conversions: Deploy campaigns and monitor responses in real-time. Measure clicks, purchases, and engagement to optimize future sends.



The Process

SMS marketing follows a simple workflow: collect opt-ins, craft messages, send campaigns, and track conversions for continuous improvement.



About Targeting

Reaching the right audience at the right time is the key to SMS marketing success. Smart segmentation drives higher engagement and conversions.

TARGETING & SEGMENTATION

05

Segment by demographics, behavior, and purchase history to create targeted audience groups that receive relevant messages.

05

Time your messages based on customer preferences and time zones to maximize open rates and engagement.

05

Use personalization tokens like names and past purchases to make each message feel personal and relevant.

EFFECTIVE SMS CAMPAIGN STRATEGIES

01

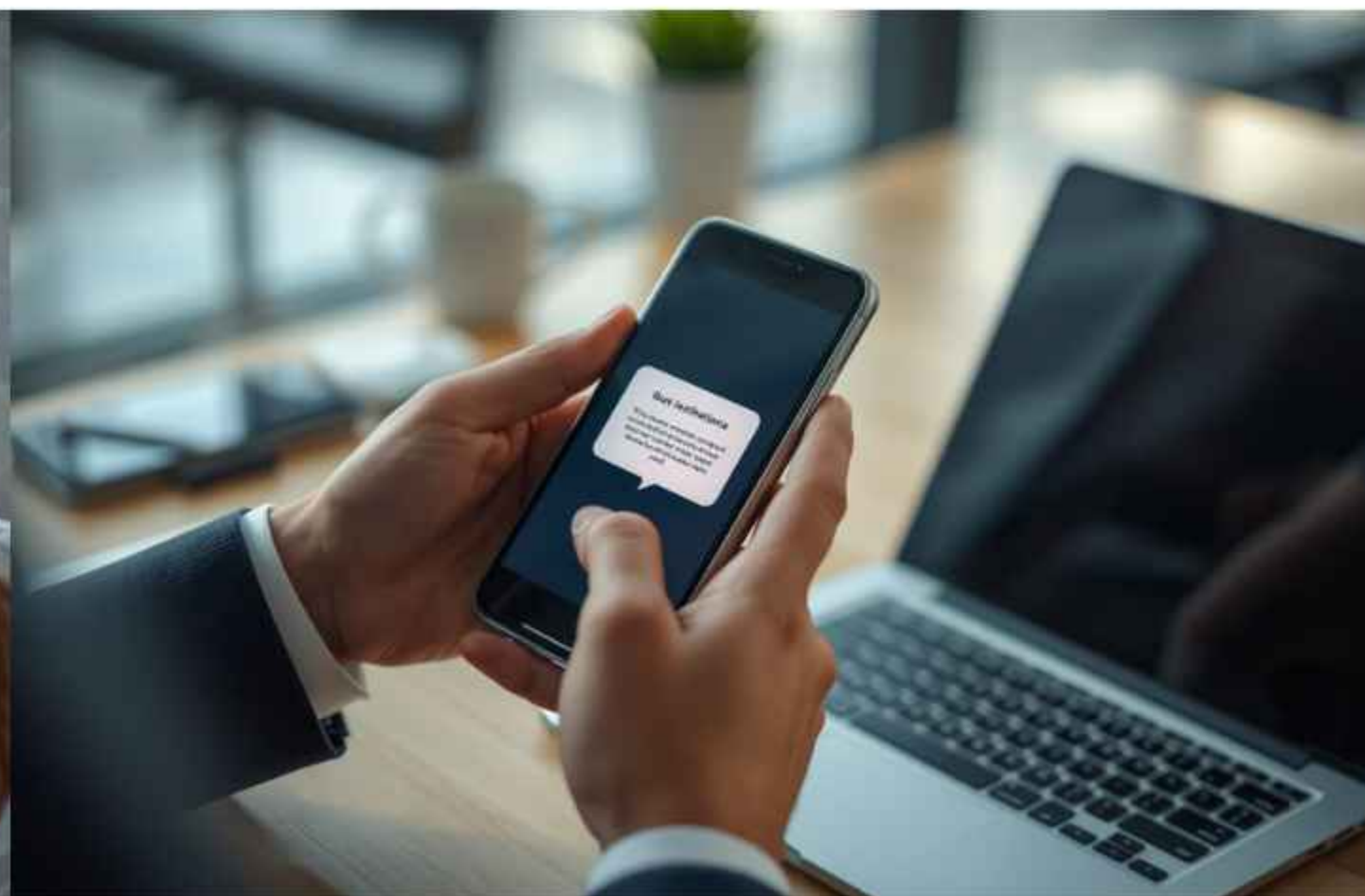
Promotions & Discounts
Send exclusive offers, flash sales, and limited-time deals directly to customers for immediate action and higher conversion rates.

02

Appointment Reminders
Reduce no-shows with timely SMS reminders for appointments, reservations, and scheduled services.

03

Loyalty & Event Updates
Keep customers engaged with loyalty program rewards, event invitations, and confirmation messages.



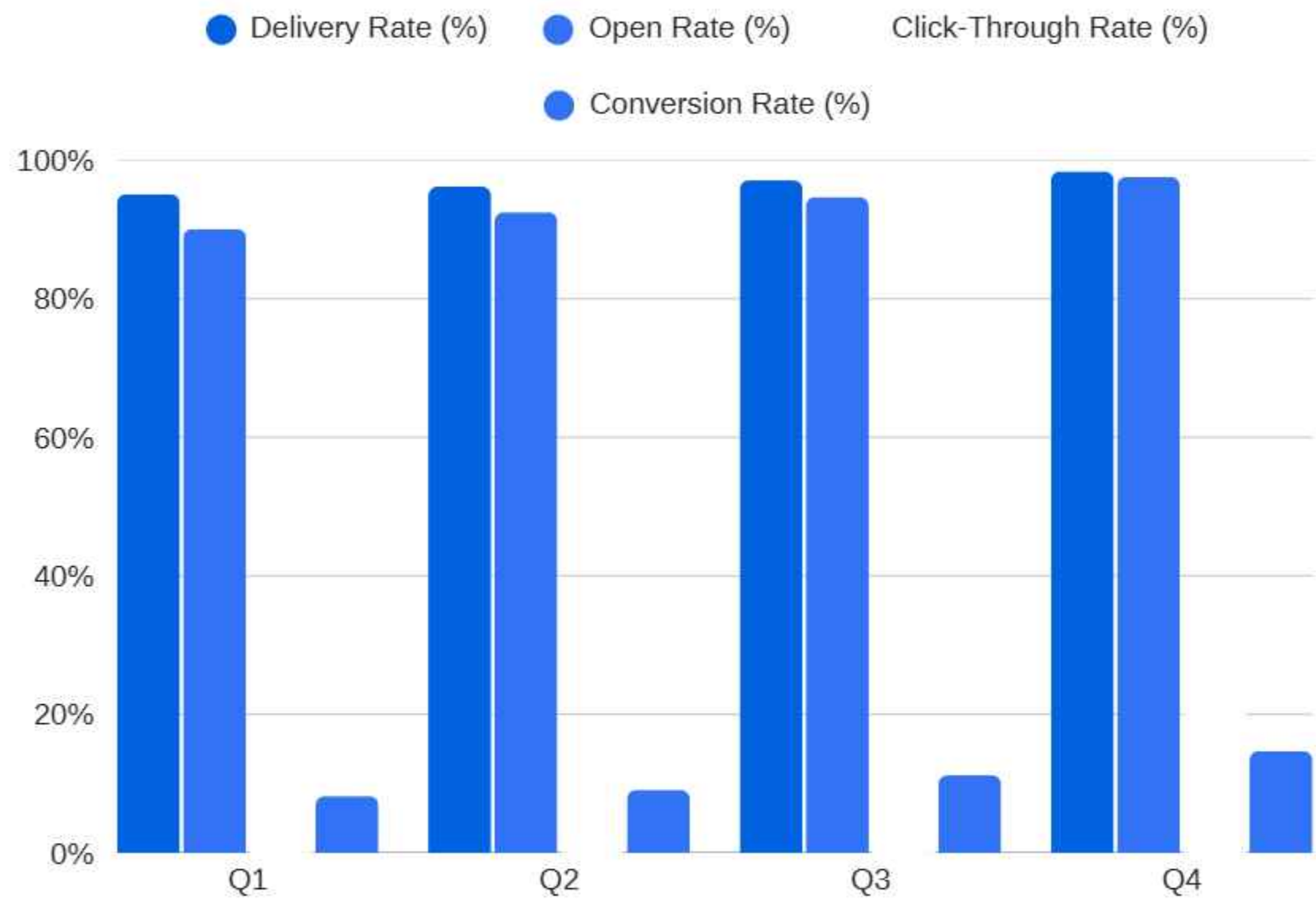
***"Direct messaging
drives immediate
customer action."***

COMPLIANCE

SMS marketing requires strict adherence to regulations like TCPA and GDPR. Always obtain explicit opt-in consent before sending messages, respect frequency limits to avoid spamming, and include clear opt-out instructions in every message.

\$1.2M *Average TCPA
Violation Fine*





Source: AI-generated data. Replace or verify before use.

MEASURING SUCCESS

Track these essential metrics to evaluate your SMS campaign performance and optimize for better results. Delivery rate shows message reach, while open rates (typically 98%) confirm engagement. Click-through rates measure action taken, and conversion rate reveals actual business impact. Calculate ROI by comparing campaign costs against revenue generated to demonstrate value.

[VIEW DETAILS](#)

BEST PRACTICES AND TIPS

01

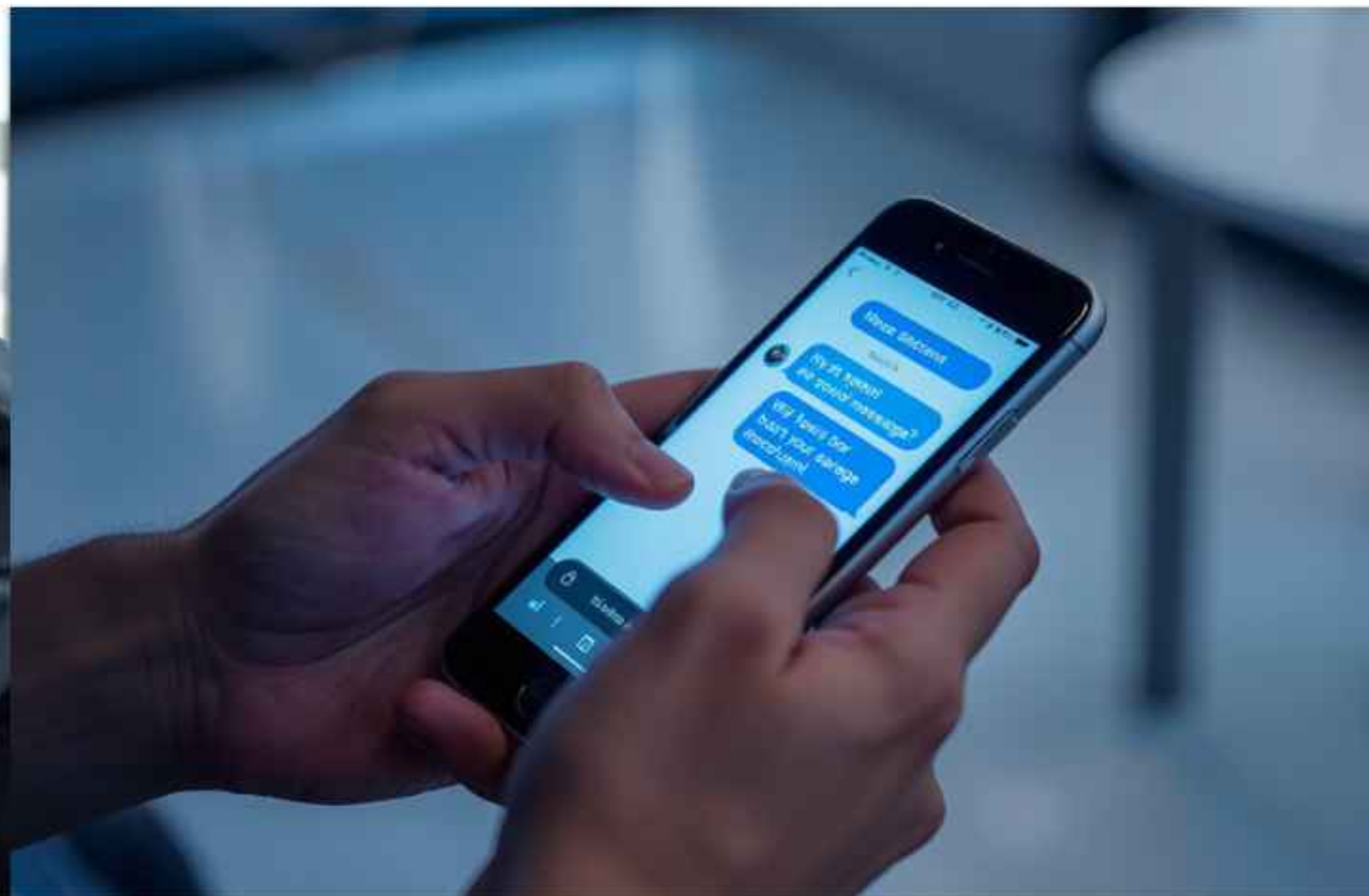
Keep messages short and clear—160 characters or less. Focus on one clear call-to-action per message to maximize engagement and response rates.

02

Time messages to recipient's time zone. Send during business hours and avoid early mornings or late nights to respect customer preferences.

03

Personalize content with customer names and relevant offers, but avoid spammy language. Test and optimize campaigns regularly for best results.



"Great SMS marketing feels personal, not promotional."

A hand holding a smartphone with a blue overlay containing the text 'THANK YOU'. The background is a blurred city street scene.

THANK YOU

QUESTIONS? LET'S DISCUSS YOUR SMS
MARKETING STRATEGY

WWW.SMSDEALS.CO.IN