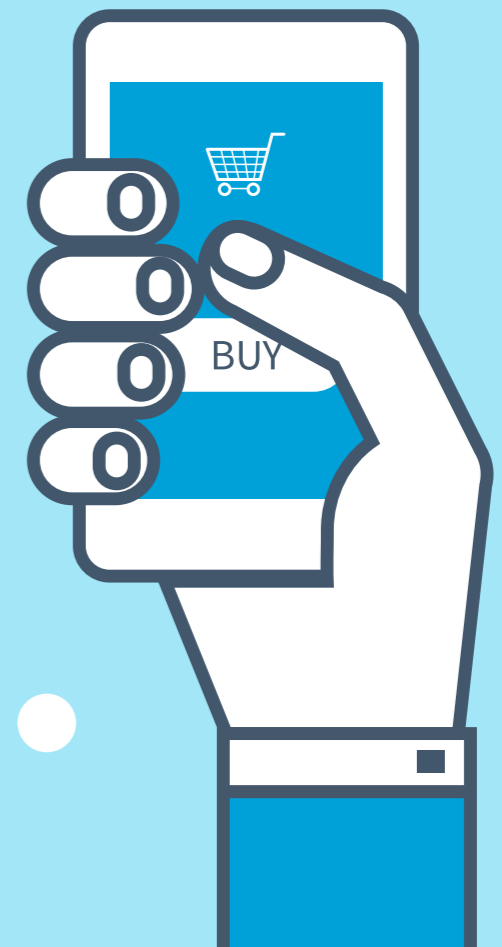
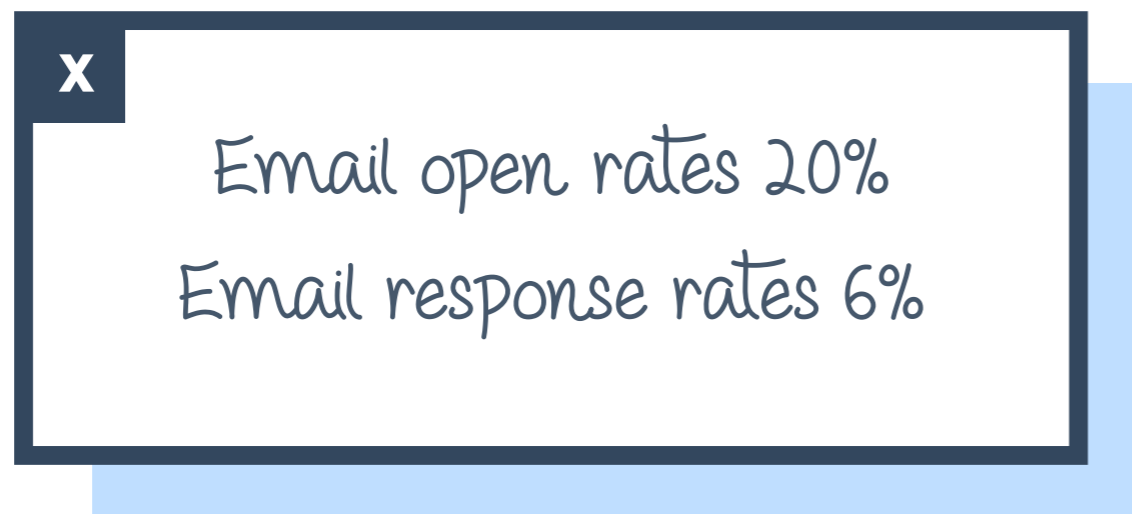


THE COMPLETE RETAIL SMS MARKETING GUIDE

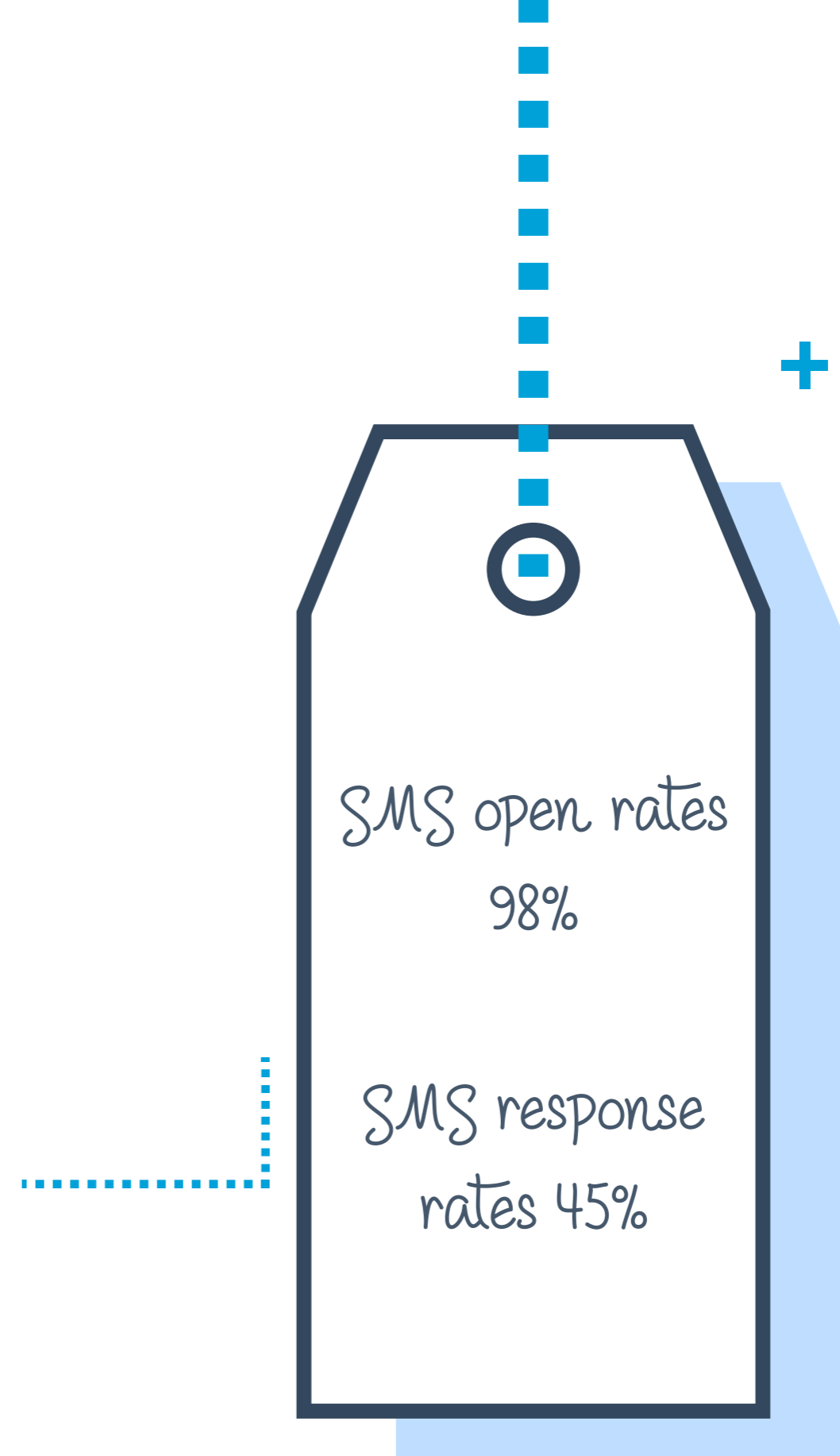


As a retailer you know how powerful and successful mobile marketing is. The **HUGE RESPONSE RATES** it brings compared to other marketing channels means it's in a league of it's own.



A rectangular box with a dark blue border and a light blue shadow. In the top-left corner, there is a small dark blue square containing a white 'X'. Above the box are three blue dots. The text inside the box is written in a casual, handwritten style.

Email open rates 20%
Email response rates 6%

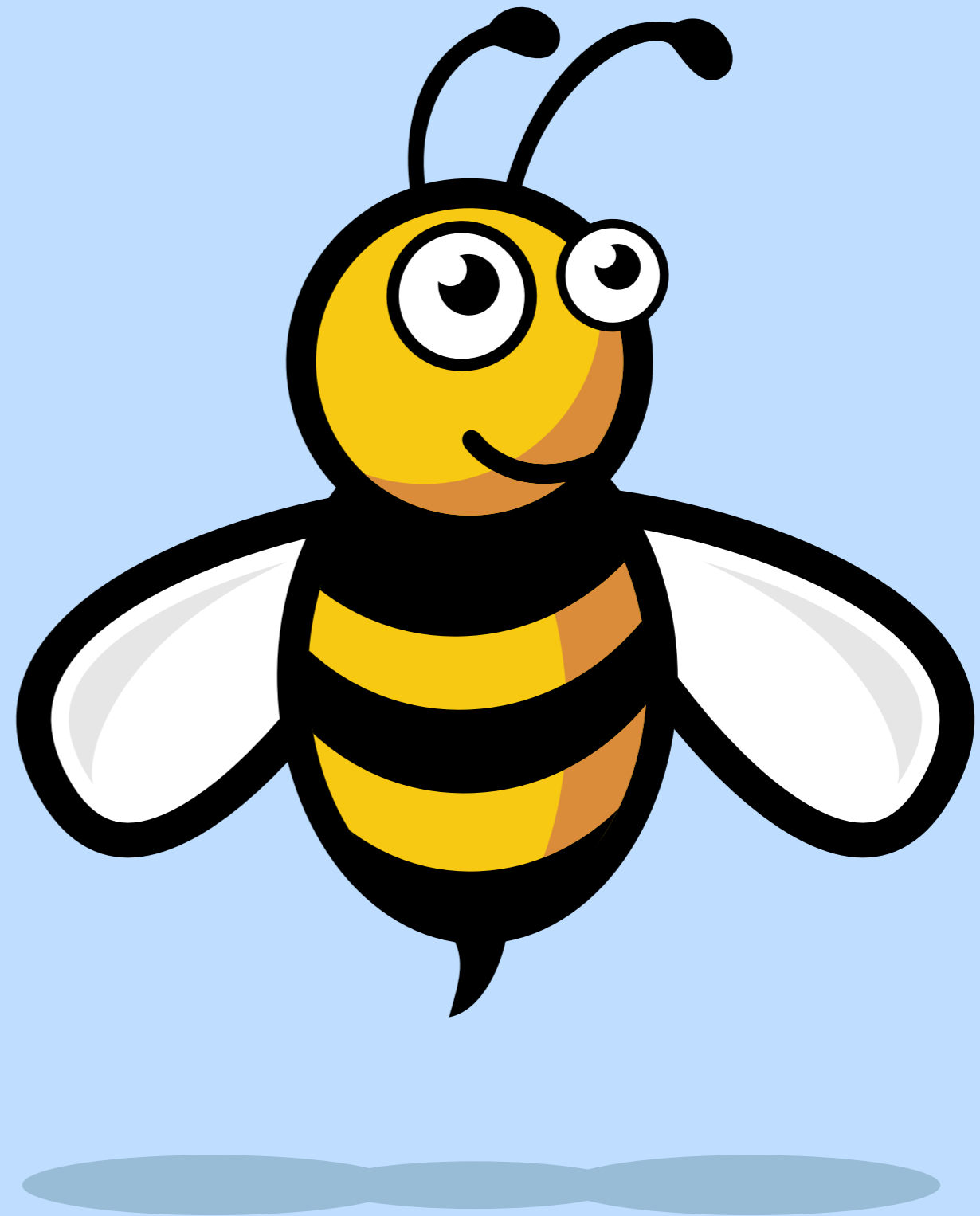


A tag-shaped graphic with a dark blue border and a light blue shadow. At the top, there is a circular hole with a blue square inside, and a vertical dashed blue line extends upwards from it. To the right of the top of the tag is a blue plus sign. The text inside the tag is written in a casual, handwritten style.

SMS open rates
98%

SMS response
rates 45%

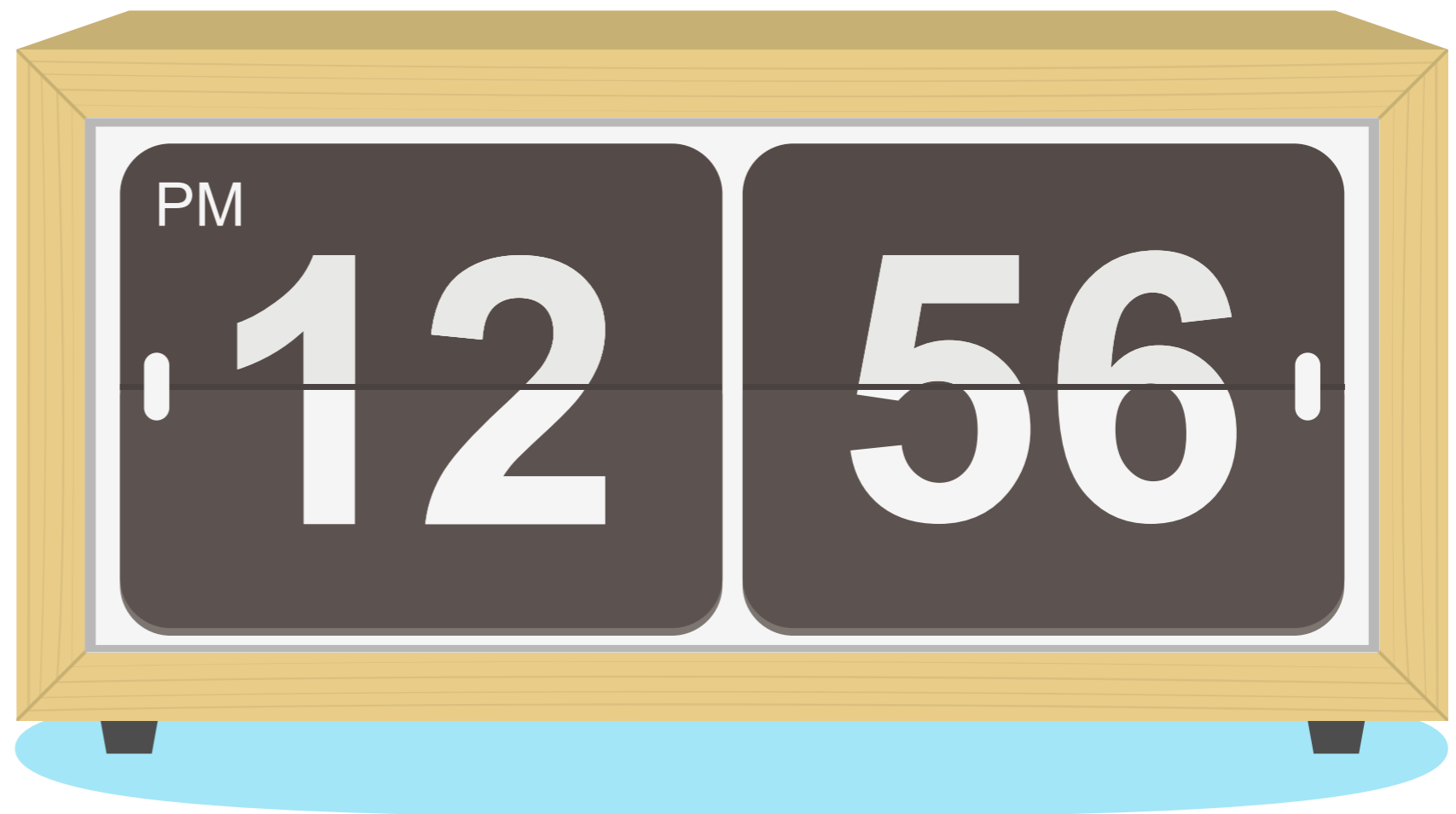
Obviously with these huge and impressive numbers that SMS marketing can offer, there has been a **HUGE BUZZ** about mobile marketing in the retail sector – it is now every retailers must have!



But as some retailers are still at the beginning of their SMS journeys and in untested waters... We thought we would help out our fellow retail SMS marketing captains, with this complete guide to retail SMS marketing – ah hoy!



So first up.. What is the best day and time to send your SMS marketing message?



The timing of your messages is imperative... No one will want to receive a sales or marketing message at 3am.

And we have done some research into finding what are the most popular times and days that UK retailers send their messages... Drum roll please.



On weekdays the three most popular times that retailers send are...



21%

5pm – 6pm



17%

11am – 12pm



11%

6pm – 7pm

And on the weekends the three most popular times to send are...



30%

9am - 10am



17%

10am - 11am



16%

6pm - 7pm

And the best day is... Friday!

Yes probably no massive surprise here.

44%

**increase in retail SMS campaigns
being sent out on Fridays.**



Special day's of note... Of course as retailers we don't need to tell you that there are special days of the year that you definitely want to be sending out SMS messages on and around...

Christmas. Black Friday. Cyber Monday. January Sales. Spring Sales. Winter Sales. Birthdays etc. etc.

Now we move onto the all important Do's and Don'ts list.

Just some little tips and bits of advice that we have picked up over the years on what works well for retailers.

The Dont's



The Do's



The Do's

Do Schedule ✓

Do Segment ✓

Do include a call to action ✓

Do include a link to your website ✓

Do follow up ✓

Do say who you are ✓

Do send delivery notifications ✓

Do reward your loyal customers ✓

Do let people sign up ✓

Do think about the timing of your message ✓

Do check and test ✓

The Dont's

Don't pester ❌

Don't send to unsubscribed numbers ❌

Don't use slang ❌

Don't send without permission ❌

Don't send infrequently ❌

Don't forget your opt-out ❌

Don't write reams of text ❌

Here are just some examples of the type of SMS messages that work well...

Sales and Marketing

Limited time only! We have a flash sale on where you can grab 20% off everything whilst stocks last! Visit www.link.com

Get an EXTRA 15% off all {Brand Name} items. Limited period only. In-store & online at www.link.com

HUGE SUMMER SALE – 40% off all swimming shorts, bikinis, shorts, vests and more. Order online today www.link.com

Here are just some examples of the type of SMS messages that work well...

Personalised messages

Happy Birthday Tim! We have a very special present just for you – 40% off everything for today only! Just use the code BDAYTIM at checkout www.link.com

Hi Barbra, to say thank you for your recent purchase here is an exclusive special 10% off code just for you – visit www.link.com and use the code 10BARBRA

Steve, you have style. That 3-piece suit will look great on you. Why not choose some shoes to go with it, we will even give you 30% off www.link.com

Here are just some examples of the type of SMS messages that work well...

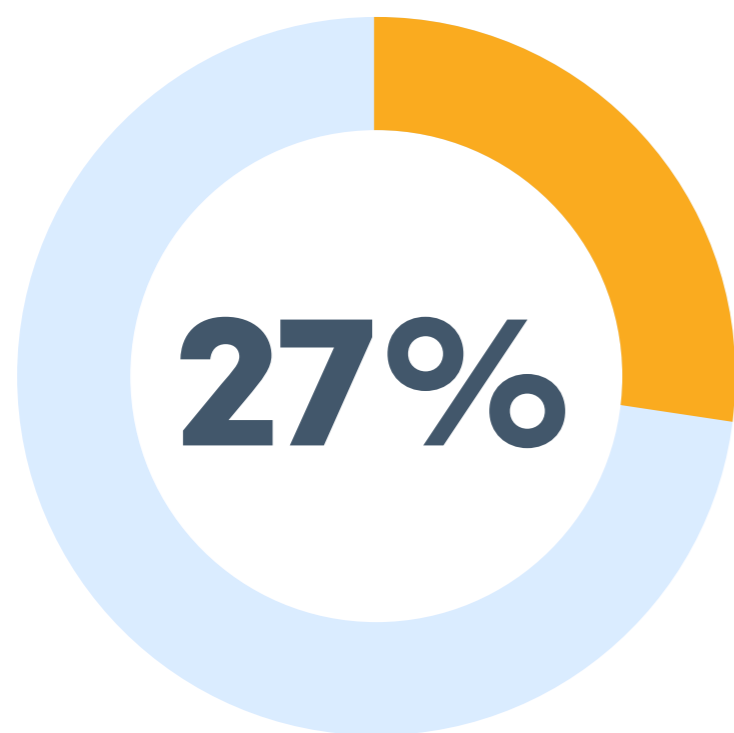
Delivery notifications

Postman Pat and Jess are out delivering your parcel today and will be with you between 12:30pm and 3:30pm.

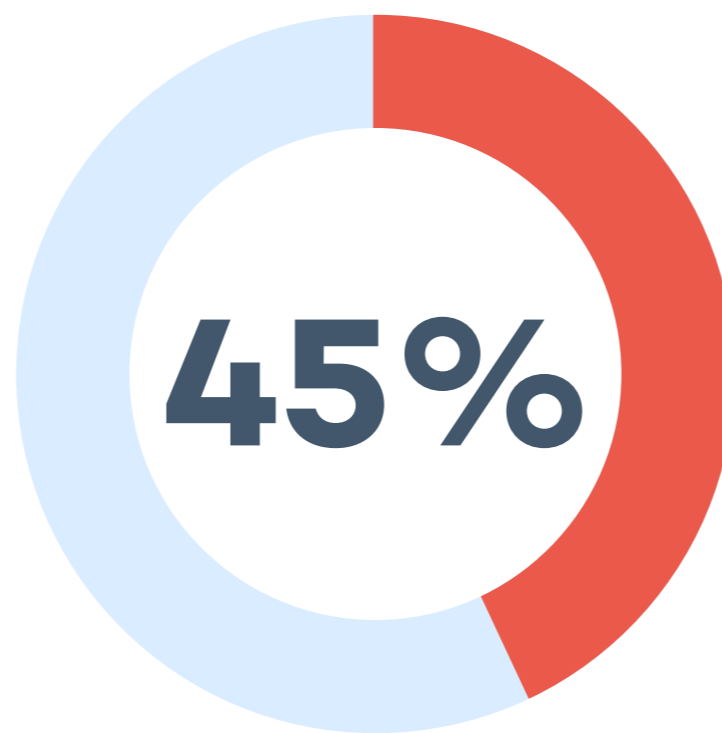
Your order is on the way. We are pleased to let you know your order has been dispatched and will be with you in the next 2-3 working days.

Hi Bill, we noticed you left some items in your basket. They will be there for the next 48 hours, or you can follow the link and finish your order www.link.com

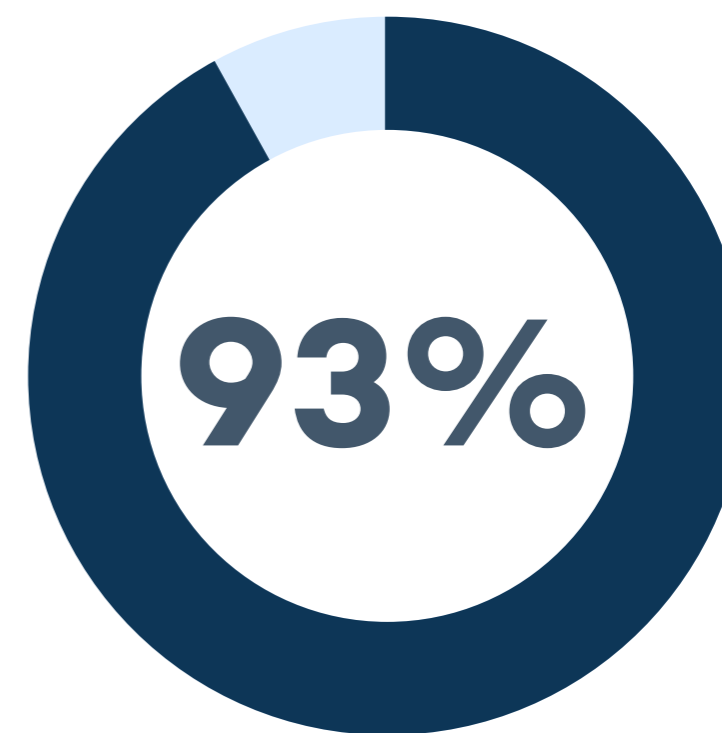
Some stats from one of our clients, Mainline Menswear who compared their Boxing Day figures after they sent out an SMS campaign.



27% rise in overall website traffic

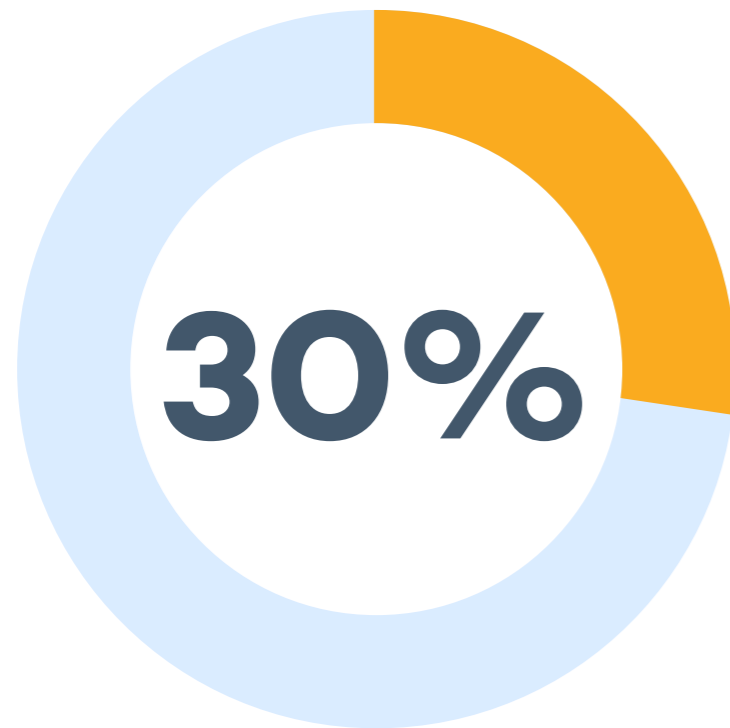


45% rise in direct website traffic

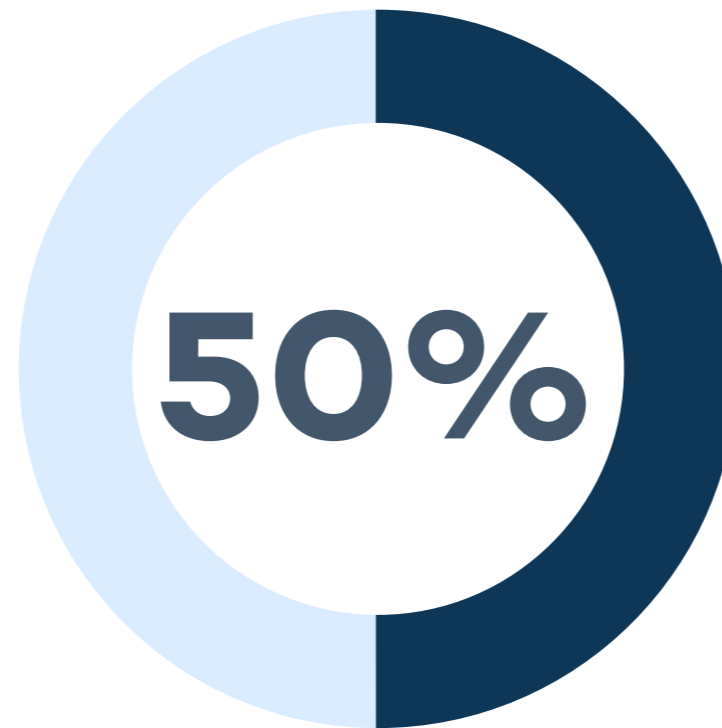


93% rise in traffic from mobiles

Some more stats from another client, Flight Quotes. Who sell First and Business Class aeroplane tickets. They changed their marketing plan and had to hire more staff purely because of the success of their SMS campaigns.



SMS has increased our sales turnover by 30%



50% increase in sales turnover for niche markets

“There is a simple reason for this, you can ignore an email in your inbox but you do not ignore an SMS text that goes to your personal phone 500 tickets a month sold due to our SMS messages, generating a sales turnover of over £275,000 - just because of our SMS”

Found this useful? Do your good deed for the day

If you have found this ebook vaguely useful or interesting then why not return the favour, and share it!

If you could be so kind to tweet it, like it, share it, post it, whatever is your social media preference we would be very grateful! This makes us happy and means we will create more useful and interesting content for you!

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