

# SMS cheat sheet

## Send effective text messages

### Call-to-action

The creative copy in your messages that invites the receiver to respond.



#### Promote

Combine call-to-action words with a promotion or offer

"Save 20% When You Buy Today!"

"Redeem Coupon &  
Save £50 Now!"

"Only 2 Days Left. Register Now!"

"Subscribe Now!  
Offer Ending Soon."



#### Be speedy

Combine call-to-action words with urgency

"Download Our  
Latest App Now!"

"Buy Homeware On  
Sale Today!"



#### Products

Combine call-to-action words with your product or service offering



Turn over to  
find out more  
ways to maximise  
your SMS potential!

# Maximise your SMS potential

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## Offer

Want to let people know about a sale or promotion? Try different pricing and discount techniques to find out what makes your audience bite.

Even when you have established what works and what doesn't, don't be afraid to keep testing. Consumer behaviour changes and will continue to change, therefore so should your SMS messages.

## Know your audience

By understanding your demographic you won't offend.

If you're sending an SMS to the elderly don't use modern "text talk" - you could choose to test Voice SMS.

## Hyperlink

Are you trying to drive people to your website? Why not think about including a hyperlink in your text, directing the receiver to a webpage.

This is becoming increasingly more popular and is definitely worth testing if your target audience have smart phones.



## Timing

Look at the times that you send SMS, whether it is insurance renewals, car servicing, or hair appointments etc.

Start identifying success patterns – think about when your customer would like to receive the messages.

## Opt-out

As a rule, if you're sending marketing related texts you should always offer your audience the opportunity to unsubscribe from receiving further messages.

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