

## TIP #1: TEXT DURING REGULAR HOURS

You should **only send text messages during normal hours**. One of the many benefits of SMS marketing is to inspire immediate action from your subscribers. It's unlikely that anyone will take action during "off hours".

## TIP #2: DON'T OVER-DO IT

Messages sent every day or every other day even, can be overbearing. SMS is a personal communication channel for customers that should be respected. It's recommended that **no more than 2 – 6 text messages are sent per month** in most cases. Any more will cause people to opt out.

## TIP #3: PERSONALIZE IT

According to a study conducted by NeilPatel.com, companies that used consumer **personalization in texts, saw an increase in sales by 19% and 78% of those customers are more likely to return to purchase** when personalized marketing efforts are used. This can include adding the customer's name or providing special deals for valued customers.

## TIP #4: ADD DISCLAIMER/NECESSARY OPT OUTS

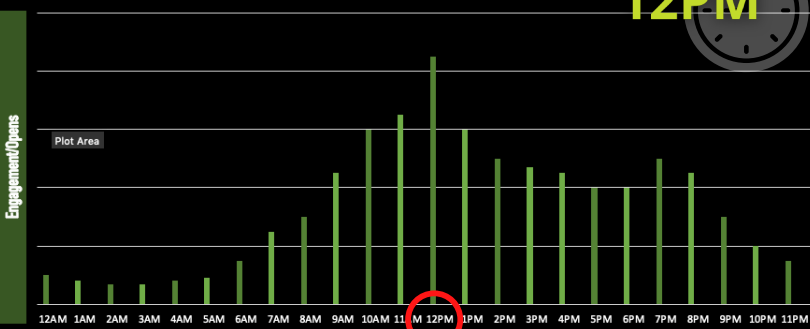
While we hope no one will want to opt out - for privacy purposes, it is necessary to provide an easy way for customers to opt out if they choose to no longer receive your communication. It's as simple as including "Text STOP to unsubscribe" when promoting your text campaign.

## TIP #5: USE PROVEN TACTICS

### BEST TIME TO SEND:

#### Best Time of Day to Send

Thursday  
12PM



#### Text Engagement Rates Throughout Week



### WHAT MOTIVATES CUSTOMERS MOST?

- Sales



- Customer Support

- News/Updates



### Topics that Motivate Customers to opt in

