Text Message
Today 9:29 AM

Happy Monday! Get 25% off your next purchase with promo code: MONDAY25.

A Guide to Text Message Marketing

Why text message marketing?

The biggest advantage is easy to see: people carry their phones all the time, so it's a cost-effective way to reach them wherever they are.

Text messages get instant interaction, too. One study tells us that [98% of marketing-related text messages are opened](#)—[and 83% are opened within 5 minutes](#). That's much better than what you can expect from even the most well-crafted email subject line.

Why? We're all accustomed to receiving texts dozens of times a day. Reading one takes only a few seconds.

On the other hand, that means you only have a few seconds, so delivering an impactful and clear message is critical. That's why it's important to implement industry best practices to increase customer engagement and satisfaction.

How to create a text message that converts

Sometimes the smallest and simplest things are the hardest to write. It's all about packing the most punch into the tiniest package. Here's what you should zero in on whenever you create a text message campaign:

Write like a human

As marketing channels go, texting is a pretty intimate one. Write like you're texting a friend about what's happening at your business (because, in a way, you are).

Be concise...

You know that moment when you get a head-scratcher of a text and write back with "?" Don't put your customers in that same uncomfortable situation.

Make the value of your message straightforward in a way that makes it clear (a) why they should care, and (b) what they should do next.

But not too concise

That said, there is such a thing as *over-abbreviating*. It looks like this:

R U ready 4 a discount? 2day only!

That's the kind of message that makes your "This must be spam" alarm bells go off. It's more concise because it saves characters—but likely at the cost of being taken seriously.

Write like the conversational version of your brand, and don't sacrifice your brand voice for the sake of space.

Discounts, discounts, discounts

Remember that by sending a text, you're raising your hand and saying, "Hey! I've got something really important to tell you right now!" In the context of a business-client relationship, this is often a discount or special offer.

When crafting a text promotion, mind your 5 "Ws"

Who? Will this particular audience be interested?

What? Is the offer clear? Is it clear what they have to do next?

**Where?** If you have more than one location, is the offer valid at all of them? Only some? A specific location?

When? How long is this offer available? Include an expiration date, both for clarity and to add a sense of urgency.

Why? Is this offer only for loyal clients? Are you celebrating something at the business? Is it seasonal? Give your offer a little context.

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Show them what to do next

Above all, success with text message marketing depends on an easy and clear call-to-action (CTA). Here's an example:
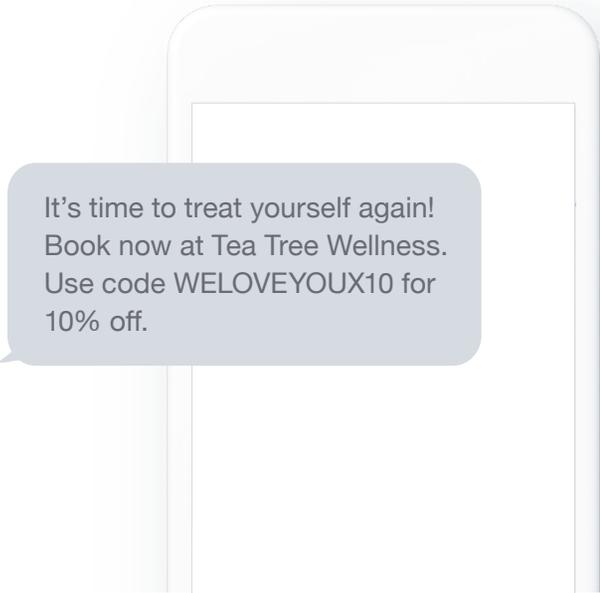
It's time to treat yourself again! Book now at Tea Tree Wellness. Use code WELOVEYOUX10 for 10% off.

Any reader will know exactly what to do to take advantage of the offer—and that's the key.

This is the most important part. If you don't have room for a clear CTA, rewrite the text until you do.

Look at the time

Send your text when clients have time to act on it. It's likely to fall flat if you're texting during normal work hours, late at night, or early in the morning.

Don't abuse the privilege

Text message marketing can, in the mind of your client, quickly go from feeling novel to feeling excessive. Limit your communications to a few times per month—a best practice is no more than six.

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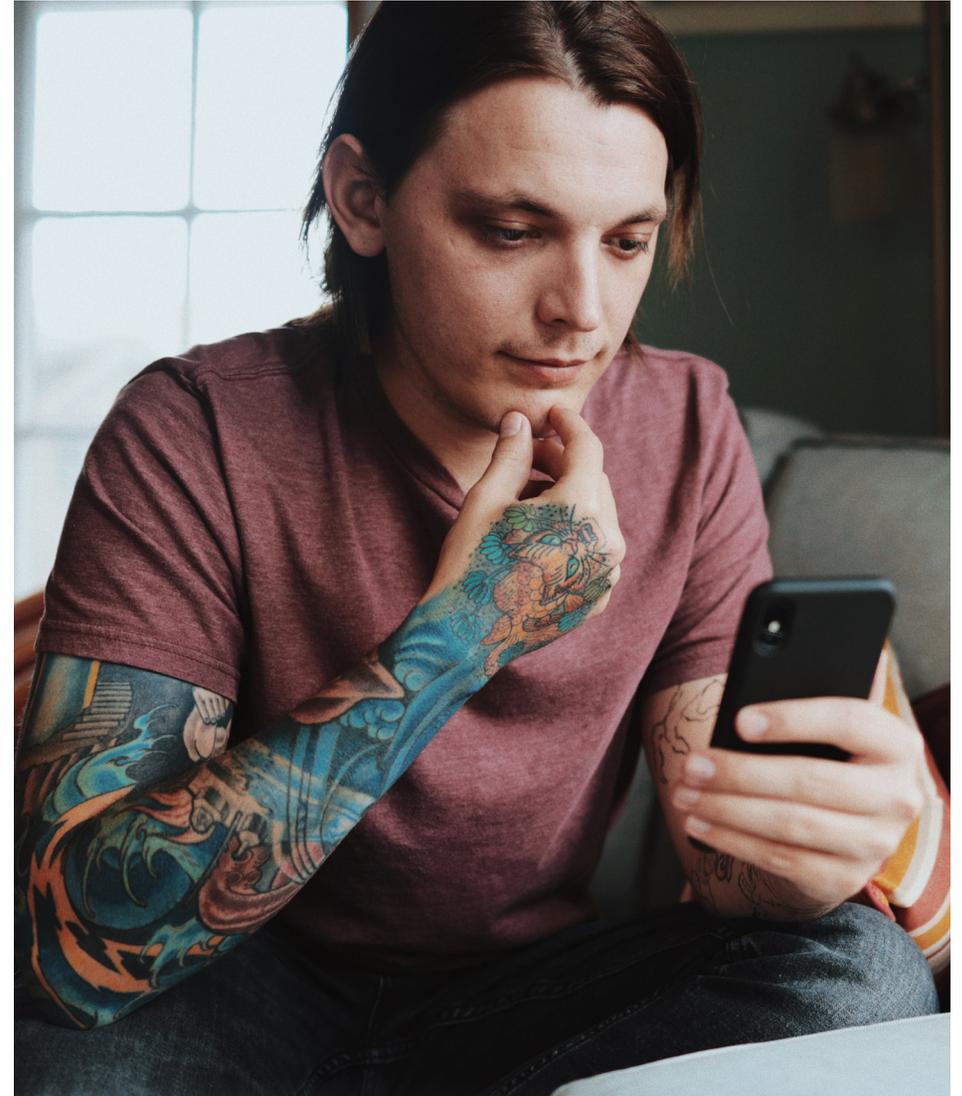
Choosing a provider

There's no need to over-complicate the search here. Text messaging can and should be a simple addition to your marketing mix.

To add text message marketing as seamlessly as possible, find a reputable automated marketing software that can send both automated messages for regular, scheduled communication, and one-off text message campaigns for special events and promotions.

Ideally, your software will also weave in email marketing along with texting, so you can use consistent messaging across all of your marketing channels.

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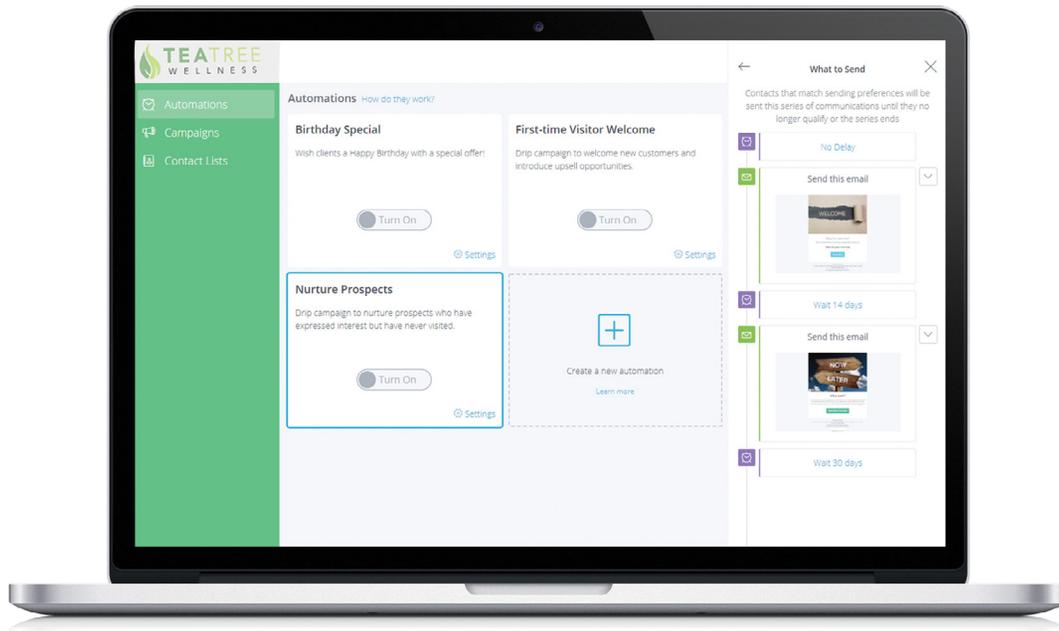
Growing your list

Of course, the best way to amplify your results is to increase your recipient list. If you go about it the wrong way, though, it could backfire. Create a process that makes your clients more receptive to your text messaging campaigns. Here's how:

Always get permission

Period. Otherwise, you may be doing more harm than good.

Encourage sign-ups everywhere

It never hurts to ask—at the front desk, with signage, via email newsletters, or on social media. You can encourage sign-ups in your automated emails, too.

Incentivize sign-ups

Make it clear that by signing up, they'll continue to receive discounts and promotions specific to your text message subscribers.

Tell them what to expect

At the moment of signing up, be as specific as you can. If you intend to send more than one type of message (e.g., discounts, news, birthday greetings), let them know. Next, be clear about how often you plan to send messages out. And with every message, include a simple way to unsubscribe (e.g., Text STOP to cancel).

Overall, remember that it takes time to build an effective list. Patience goes a long way.

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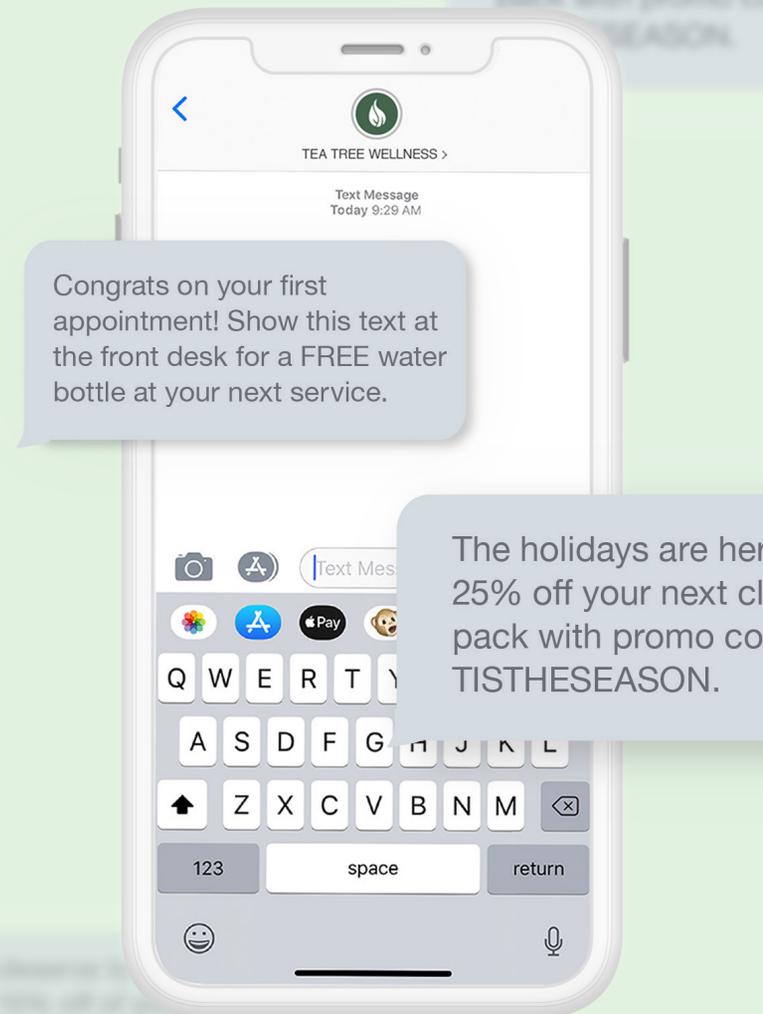
Automating your efforts

As you start building your list, take the work you've put into developing effective text message marketing campaigns and reproduce them over and over again.

With the right automated marketing software, you'll be able to bring back lost customers, drive word of mouth, and nurture new customers, all without constant work on your part.

Look for a few bells and whistles here:

- A platform that **automatically updates your list** as it grows, ideally by pulling the data from your business management software. These "Smart Lists" help deliver the right message by instantly updating based on a client's visit history, satisfaction, and interaction with your messages.

- **Drip campaigns** that help enrich the journey from new visitor to loyal client or member by telling your brand's story. And once they're a brand ambassador, you can encourage them to spread the love by incentivizing referrals and asking for reviews.

- **All-in-one** is everything. Having one place to manage all your marketing efforts, including text messaging and email marketing, naturally keeps everything more consistent and aligned.

Clients who have visited 100+ times

Clients who visited 10 times or less this year

Clients who have not visited in 30 days

Detractors (clients who rated 6 or lower)

Promoters (clients wh

All current members

All past members

25% OFF

We miss you!

It's been a little while, so we thought we'd offer you a great deal.

Experience the best of wh e have to offer w 25% ff c

TEA TREE WELLNESS >

Text Message
Today 9:29 AM

We miss you! Get 25% off of your next service with promo code: MISSEDUS.
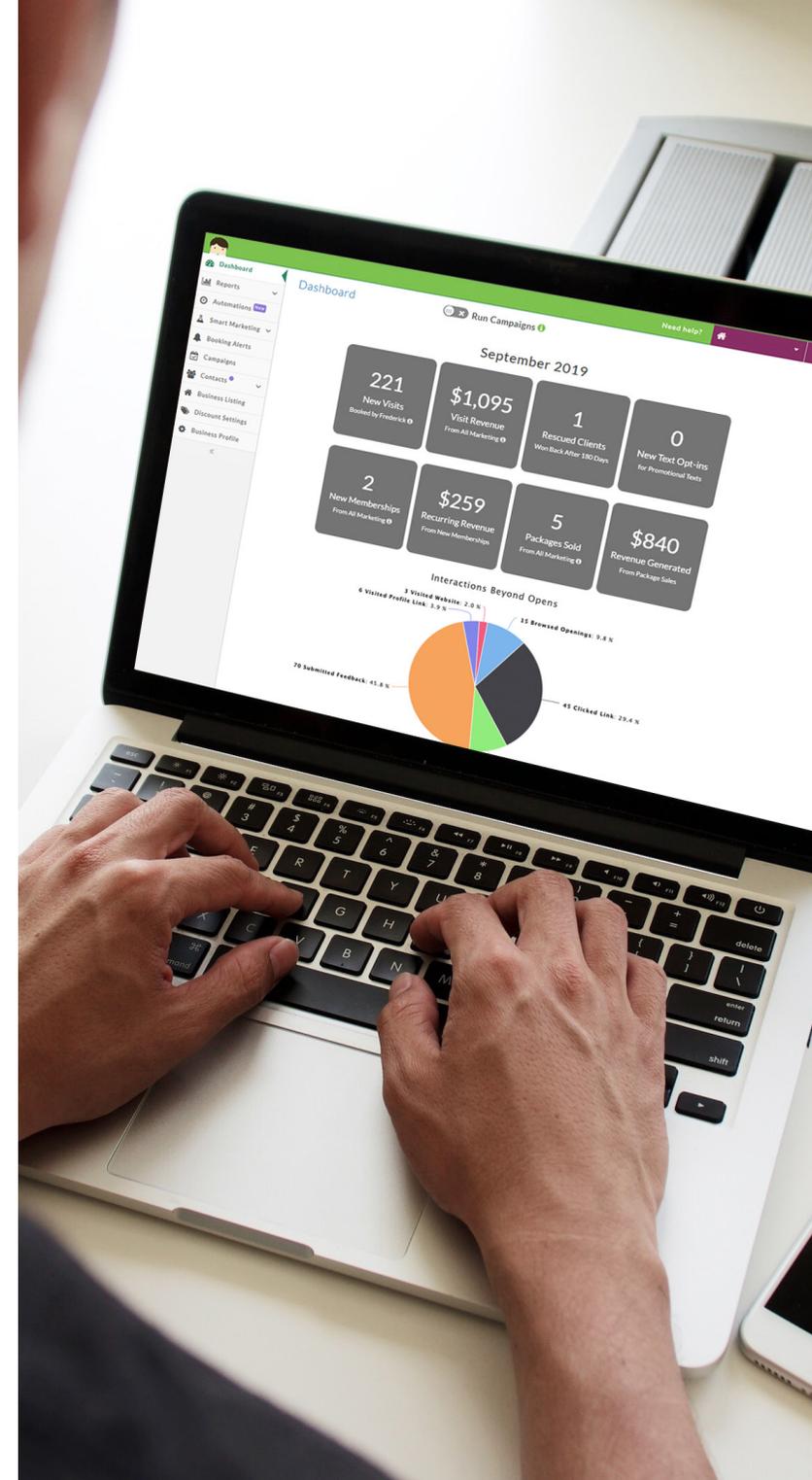
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Analyzing results

Whatever platform you choose, make sure you can easily take a look at the numbers that matter for your business, and that will guide your text message marketing efforts.

- **New visits:** How many appointments or classes did a client book after receiving a text message, either on its own or in conjunction with your other marketing efforts?

- **Rescued clients:** How many clients came back after a period of inactivity, thanks to your text messages?

- **Estimate revenue:** Given those upticks in engagement from new and existing clients, how much revenue came in because of adding text messaging to your marketing mix?

You can take a look at all these (and more) within the MINDBODY Marketing Suite.

Today, text message marketing is an essential piece of a strong marketing strategy. Thankfully, reaching your customers on their mobile devices is simpler than ever and, when done well, can drive significant results for your business. The best part? Text message marketing will continue to yield better and better results over time, both to engage current customers and keep new customers coming back.

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To learn first-hand how MINDBODY can position your business for success, schedule a guided tour today.