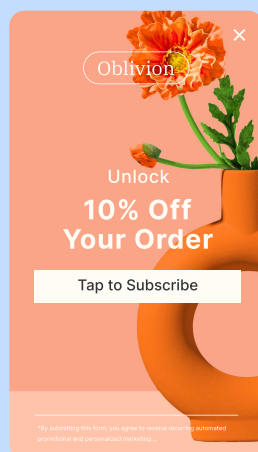
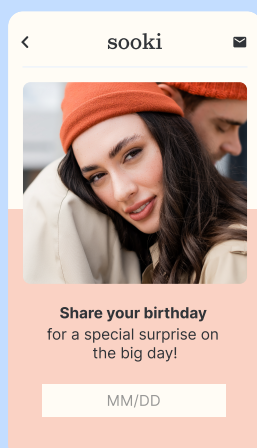


Effective SMS Marketing: Strategy Checklist

Step-by-step guide to ensure you get the most out of every message

In the ever-evolving landscape of SMS marketing, every dollar counts. Yet, many marketers are unknowingly hemorrhaging funds through outdated strategies, batch and blast campaigns, and underutilizing customer engagement insights.

These SMS pitfalls undermine the effectiveness of your marketing efforts, harming your brand reputation with your customers and risking future revenue from this channel.



It's time to ask the tough questions.

We know that marketers are balancing countless priorities, however, it's important to pause and reflect: could you be doing more to maximize your ROI and build better customer relationships? Use the following questions to guide your self-assessment of your current SMS marketing efforts.

STEP 1: Assess your customer engagement

CUSTOMER ENGAGEMENT

- ☐ How do SMS engagement rates compare with your other marketing channels?
- ☐ Which segments of your audience are most engaged?
- ☐ What percentage of customers have converted from your campaigns in the last 6 months?
- ☐ What percentage of your subscribers engage on a regular basis?

40%

Nearly 40% of subscribers are not engaged with SMS messages. Not personalizing messages will only increase the size of the unengaged subscriber segment leading to wasted touchpoints and money.

SMS CONTENT

- ☐ What type of content resonates most with your subscribers?
- ☐ Are you using MMS or SMS only?
- ☐ Have you noticed any content trends over time?
- ☐ Which campaigns drive the most engagement?
- ☐ Do your subscribers prefer personalized messages or generic promotions?

50%

Building a customer-first strategy by incorporating personalization and shortcodes is crucial for SMS. Brands who do this see on average a 50% increase in ROI from their SMS campaigns.

SMS EXPERIENCE

- ☐ Do your SMS messages include clear calls to action?
- ☐ Do your subscribers prefer personalized messages or generic promotions?
- ☐ Is "ease of use" a primary consideration when building your campaigns?
- ☐ What actions are they taking once they click through from SMS?
- ☐ Do you provide tailored experiences for your unique segments?

60%

SMS experiences prioritizing customer ease boost engagement rates by over 60%, featuring click-to-buy, click-to-redeem, seamless login, and other frictionless features.

STEP 2: Evaluate your current plan

BUDGET AND ROI

- ☐ How do you establish performance benchmarks?
- ☐ How do you calculate your SMS budget?
- ☐ Do you track spend vs. budget throughout the month?
- ☐ How has your budget changed with the macro downturn?
- ☐ How do you establish revenue targets?
- ☐ Are you seeing the same ROI you were 1 year ago?
- ☐ What is the average monthly spend associated with SMS?
- ☐ How do you address disparity in ROI projections vs actual performance?

23%

Brands have reduced SMS costs by nearly 23% while simultaneously boosting SMS revenue by nearly 20% by sending more segmented and personalized messages.

BUILD YOUR SMS STRATEGY

- ☐ Are your SMS campaign objectives clear?
- ☐ Is frequency and timing a consideration for maximum impact?
- ☐ Does your provider offer strategic insight as well as technical guidance?
- ☐ To what extent do you consider other channels when building your SMS campaigns?
- ☐ Do you solicit and analyze customer feedback to identify areas for improvement?
- ☐ Do you have strategies in place to tap into other regions?

2021

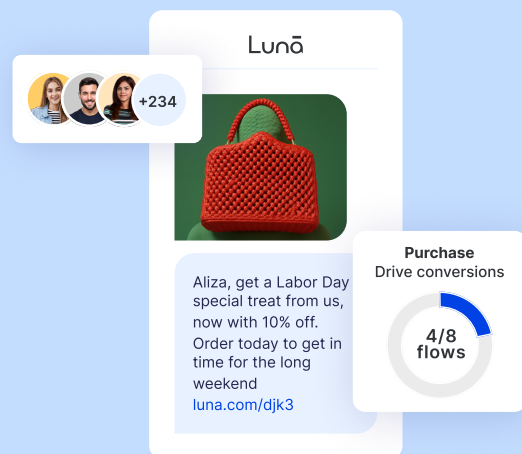
It's not 2021 anymore. Reaching revenue targets won't be achieved without a clear strategy that looks at the bigger picture and across marketing channels.

END-TO-END CUSTOMER JOURNEY

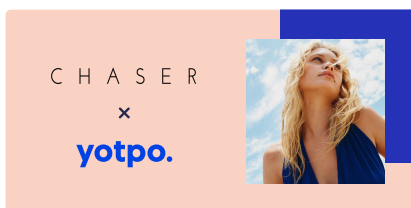
- ☐ Are you able to connect experiences across platforms in your tech stack?
- ☐ What's your strategy to turn new customers into repeat customers?
- ☐ How are you turning positive reviewers into reward members?
- ☐ To what extent do outcomes in one channel influence strategic decisions across other channels?
- ☐ Are you leveraging UTMs or pixels to create different on-site experiences?

Level up your SMS marketing

Now that you've pinpointed areas of potential waste in your current SMS marketing, see how Yotpo can slash your SMS costs and maximize revenue with the right texts, at the right time.



See it in action



Chaser brand: Case Study

See how Chaser brand improves ROI and engagement by choosing Yotpo.

[Read now](#) →



Dime beauty: Case Study

Using Yotpo's suite of solutions, Dime beauty has seen retention metrics skyrocket.

[See how](#) →



Fat and The Moon: Case Study

Check out how Fat and the Moon turned \$5 into \$12,000 with automated flows.

[Read now](#) →

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Texts that just click.

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