

Writing Effective SMS

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Goal

- Generate more new customers in new areas or
- Generate more activities from existing customers

Guidance: within 160 characters

- No Text-Speak
- Be Mindful of Abbbrs
- The KISS factor: keep it sweet & simple
- Keep it complete
- Use a strong CTA: call to action
- Use an Attention Grabbing Headline
- Think like your customers

Sample

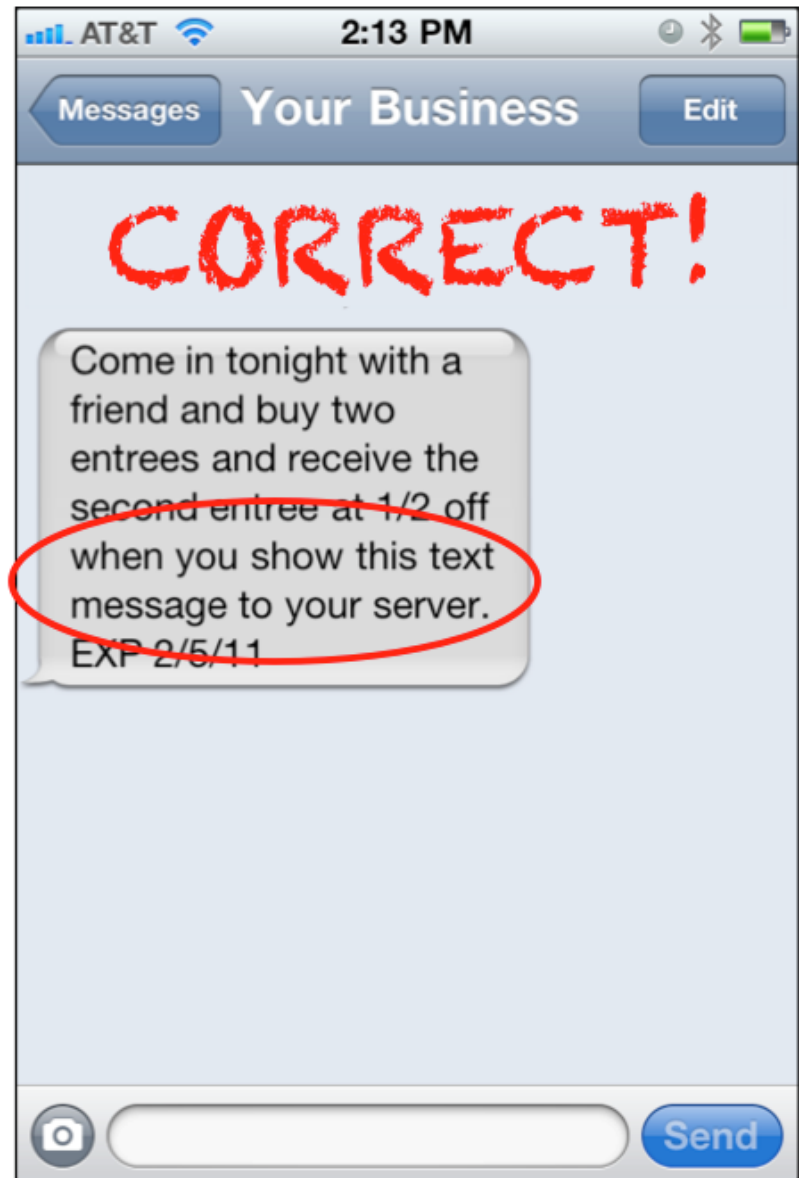
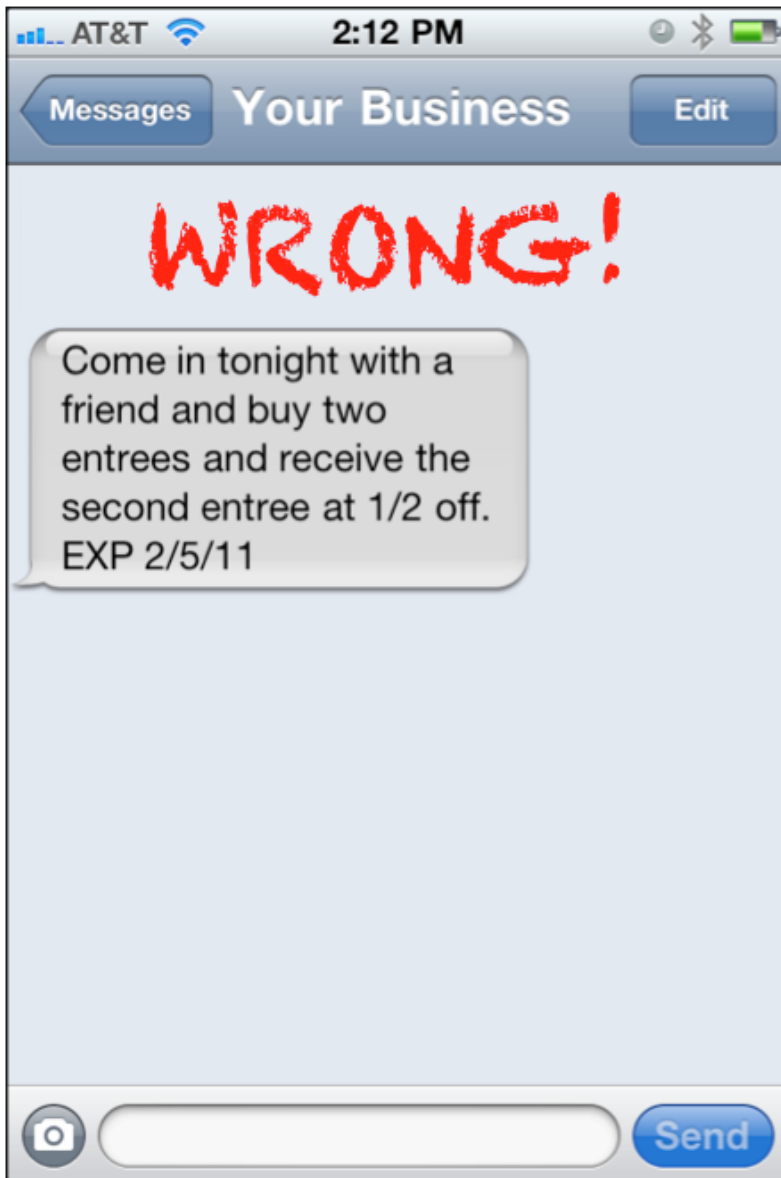
What you have to offer

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graph TD; A[What you have to offer] --> B[Which means that...]; B --> C[Call to action];
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Which means that...

Call to action

- FREE VIP TONIGHT!
Show this text at the door before 11pm to get FREE entry and VIP Access and a free drink.





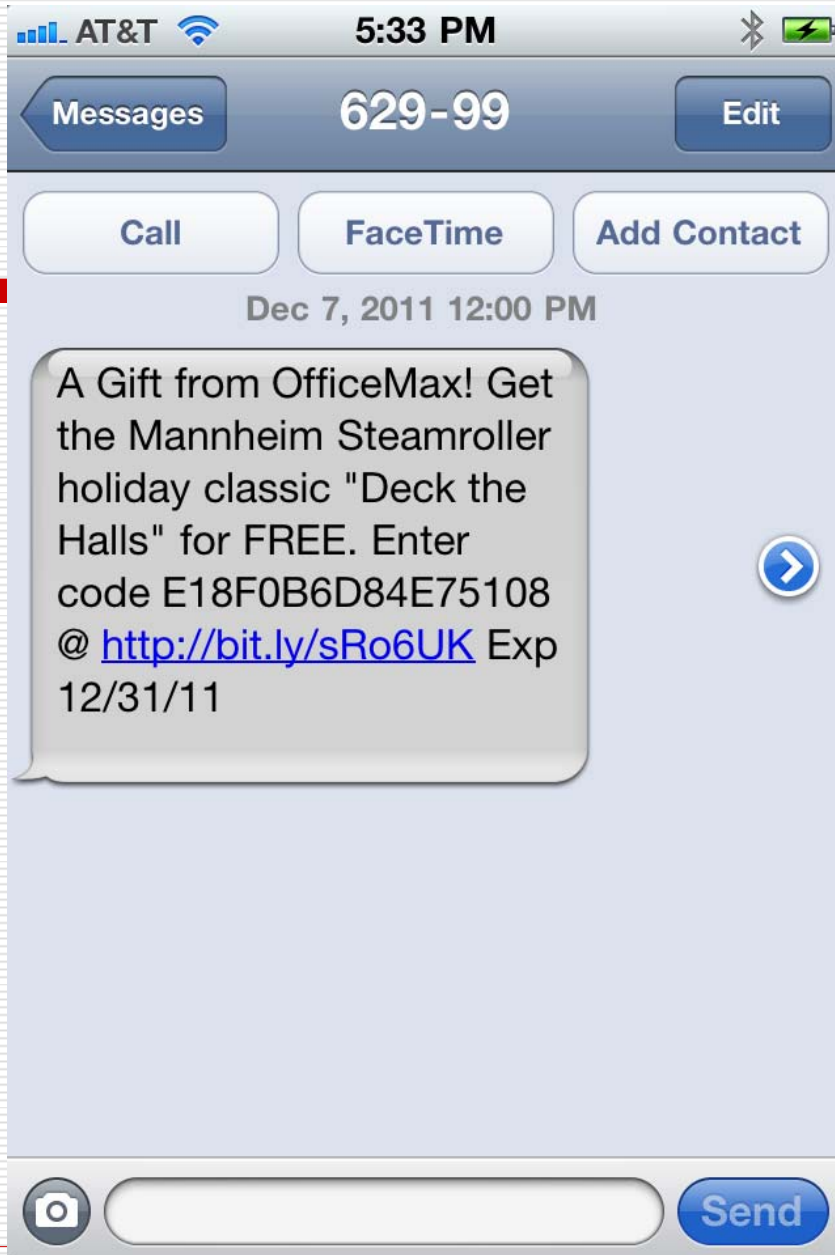
Your next drink could be free.

Register and pay with any Starbucks Card
and you'll be on your way to getting:

- ★ Free drinks and refills.
- ★ No membership fee.
- ★ Free balance protection.
See Starbucks.com/card for details.

Visit starbucks.com/register
or text GOLD to MYSBUX (697289).









S
ok.”

Cabochon ring, \$195,
Oscar de la Renta, net-a-
porter.com

TEXT TO BUY:

ENCHANT2 AT 58259

