



Improve Customer Engagement Rates With SMS Marketing



Marketing Managers Can Utilize Ytel's SMS Technology to Improve Customer Engagement

Here's a great example: One of our customers had placed all his eggs in the email campaign basket. After months of struggling with a 20% open rate and even more dismal 6% response rate, he reached out to us for help.

We set him up with a test campaign that featured SMS messaging, and voilà – he found out that's how his customers wanted to be contacted. With a 98% open rate and 45% response rate, he achieved big gains in customer engagement.

To get started with SMS marketing, the first step is to audit your current marketing plans and see what else is out there that may improve your results.



Why SMS Marketing Is a Good Fit for Any Business

SMS may be a great fit for your business as the following statistics¹ illustrate:

Americans on average
check their phones

344 times per day -

or every 4 minutes.

SMS campaigns offer a higher
open rate than email -

99% vs. 30%.

And 97% of the time, text messages
are opened within 15 minutes.

SMS campaigns offer a higher
click through rate than email -

36% vs. 7%.

In order to generate good results,
businesses must conduct 30
email campaigns per month,
an average of one per day.

With SMS, less is more
as you only need

**4-6 campaigns
per month**

to generate the same results.

1. <https://www.redeye.com/resources/sms-marketing-vs-email-marketing-who-wins-the-battle-for-effectiveness/>

The Added Benefits of SMS Marketing

There are many benefits of SMS campaigns:



Improved customer engagement

You can use texts to offer exclusive deals, provide insider information, run contests, conduct surveys and polls, and more.



Higher reliability than email

You will enjoy an almost guaranteed open rate and bypass the spam folder black hole – and SMS is by far the most preferred method of communication, with an average response time of approximately 90 seconds.²



Integration with other marketing channels

You can leverage the following communication platforms with SMS: Mailchimp, Constant Contact, Eventbrite, Salesforce, and more.

2. <https://www.eztexting.com/blog/5-surprising-benefits-text-message-marketing>

The Added Benefits of SMS Marketing

There are many benefits of SMS campaigns:



Opportunity to learn more about your customers

You can have one-on-one engaging conversations on a personal level with any customer on your list – which is great for retaining current customers and attracting new ones.



A more effective marketing channel

Text campaigns yield higher open rates than emails and provide possible two-way interaction in seconds.

Ensure You're Getting Great SMS Marketing ROI

A few tips to keep in mind:

- **Schedule your messages to improve effectiveness.**

Consider time zones when scheduling your campaigns and choose hours when your customers are awake and in the midst of their day, such as 9am - 9pm.

- **Less is more.**

Don't bombard your customers with messages so often that they may get annoyed and unsubscribe – a couple times per month may be plenty.

- **Avoid confusing acronyms and abbreviations.**

Keep in mind your audience might not know the latest hip acronym or abbreviation.



Ensure You're Getting Great SMS Marketing ROI

- **Include a call to action.**

Help close with an effective CTA that necessitates the user taking the next step, such as 'Download our coupon', 'Click the link for 10% off your next order', etc.

- **Incorporate MMS when appropriate.**

Using MMS with video and pictures often leads to a higher clickthrough rate (CTR).

- **Request feedback.**

Give your customer the opportunity to be heard, and find creative ways to interact with them such as polls, surveys, requests for customer reviews, etc.



Ensure You're Getting Great SMS Marketing ROI

- **Create a sense of urgency.**

Use phrases like 'Limited time offer,' 'Deal of the day,' 'Pop-up sale,' etc.

- **Shorten URLs.**

Since you only have a limited amount of space, don't waste it with a very long URL that uses up all your characters.

- **Introduce yourself.**

Tell your customer who you are and start a dialogue to get to know each other, which will improve trust and commonality.



Features of a Top-Notch, All-in-One SMS Marketing Platform

A comprehensive SMS marketing platform should include the following:



Texting campaigns

Send text messages to your complete group of contacts along with photos, graphics, and other personalization aspects.



Autoresponders

This advanced technology automatically responds when you receive a text message with a keyword – and collects campaign data.



Scheduling

Send SMS at predetermined times or as part of drip campaigns.

Features of a Top-Notch, All-in-One SMS Marketing Platform



2-way messaging

Resolve issues quickly, close more deals, and improve the customer communication experience with 2-way messaging.



Bulk texting

Send alerts or texts to your entire contact list – all at the same time.

Utilize Ytel's SMS Marketing Platform & Technology to Increase Customer Engagement and Boost Sales

Our advanced SMS marketing platform enables you to produce targeted campaigns that deliver fast, effective, and affordable messaging on your customer's preferred method of communication. We'll provide features that enhance the overall SMS experience and increase receptiveness, and will generate real-time data reports so you can take a snapshot of your campaign results at any time.

Best of all, our experts are here to help optimize delivery and support a better customer communication experience.

Ready to get started? [Visit our SMS marketing page](#) to learn more.

