AKTIFY

SMS Marketing Best Practices

This cheat sheet provides a quick guide to best practices for SMS marketing to maximize engagement and ensure compliance. Implementing these practices ensures higher deliverability and customer response rates.

REGISTRATION AND COMPLIANCE		
	Register with TCR:	Ensure your company and campaigns are registered with The Campaign Registry (TCR).
	Obtain Express Written Consent:	Secure explicit permission from recipients before sending SMS messages.
	Document Consent:	Keep detailed records of all consents for auditing purposes.

CRAFTING EFFECTIVE MESSAGES		
	Identify Your Business:	Clearly state your business name in the first message.
	Opt-Out Instructions:	Include clear opt-out instructions in each message (e.g., "Reply STOP to unsubscribe"). Repeat these instructions every five messages.
	Clear Call-to-Action:	Incorporate a strong and clear call-to-action to prompt recipient response.
	Use Natural Language:	Write messages that sound human to reduce the risk of being filtered by telecom carriers.

MESSAGE STRUCTURE		
	Keep It Short:	Limit messages to under 160 characters to prevent segmentation and improve readability.
	Link Usage:	Avoid generic link shorteners (e.g., bit.ly, tiny.url). Use domain-specific URLs for higher trust and deliverability.
	Single Phone Number:	Use one phone number per campaign to avoid being flagged for snowshoeing.

TARGETING AND CONSENT		
	Direct Consent Leads:	Collect consent directly from recipients instead of relying on third-party lists.
	High-Intent Leads:	Focus on high-intent leads to minimize opt-out rates and increase engagement.
	Monitor Opt-Out Rates:	Track opt-out rates and adjust strategies to avoid campaign suspension by carriers.

ADVANCED OPT-IN TECHNIQUES		
	Direct Consent Leads:	Collect consent directly from recipients instead of relying on third-party lists.
	High-Intent Leads:	Focus on high-intent leads to minimize opt-out rates and increase engagement.
	Monitor Opt-Out Rates:	Track opt-out rates and adjust strategies to avoid campaign suspension by carriers.

Summary

The key to successful SMS marketing lies in following best practices. Start by registering with TCR and obtaining express consent from your recipients. When crafting your messages, focus on creating clear, engaging content that includes your business name, opt-out instructions, and avoids spammy keywords. Optimize your message structure by keeping it short, using domain-specific URLs, and dedicating a single phone number per campaign. Prioritize high-intent, direct consent leads and closely monitor opt-out rates, adjusting your strategy as needed. For the highest levels of engagement and compliance, consider implementing a double opt-in process. By adhering to these guidelines, you'll be well-positioned to run effective, compliant SMS marketing campaigns that resonate with your target audience and drive meaningful results for your business.