

# SMS: HOW TO BOOST YOUR SALES WITH SMS MARKETING

5 reasons to take advantage  
of the benefits of SMSs and  
sell more.



“SMS is for everyone,  
but only few know the  
advantage of its potential”



## What will you find in this ebook?

- > 1. Why SMS work? Preface
- > 2. SMS are dead? Let the stats do the talking
- > 3. Construction techniques of the ideal text
- > 4. Five occasions to take advantage of the benefits of SMS Marketing

**Import the recipients**  
Upload your contacts data-base into the Asms platform.

**Study the message**  
Choose the right words to catch the attention and communicate your message.

**Create a campaign**  
Send your text instantly, or program it with a targeted campaign.

**Save recurring text models**  
Optimize your time using text models previously saved.

**Use dynamic variables**  
Create empathy through memorized info on your contact (like the name).

**Check the statistics**  
Analyze opening, errors and clicks in fast and automatic way.

**Advise SMS is your strength ally to boost your sales with SMS marketing**



# 1 | Why SMS texts work?

## Preface

Because SMS texts are the **most direct way** to communicate with the customer.

Let's compare the other marketing instruments:

- > **TV advertising** works because arrives directly in the home of the final consumer, but it can't be really defined as "direct communication", because the user is not called to act in first person.
- > **Outdoor advertising** is efficient on average, but generic and limited in space and time.
- > **Email marketing** gets real close to the customer, but it's too overused. Despite being an efficient instrument, it risks to get lost in the shuffle of emails which intrude our electronic mailbox.
- > **SMS texts** are extremely direct and efficient, with a much higher opening rate compared to emails.



## 2 | SMS is dead?

The stats will do the talking

The numbers related to SMS Marketing are not a secret: around 90% of cellular phone possessors send and receive texts. Users who don't own a last-generation smartphone and use a cellular without data connection (especially in the 45-70 years demographics) are still consistent, in percentage terms.

**SMS Marketing allows to reach everybody who owns a cellphone, either last-generation or old.**

Unlike other channels, then, cellphones ideally connect customers of any nation and language.

**SMS Marketing arrives everywhere and directly in the pockets or the handbags of those who carry their devices always with them.**



SMS is anything but dead: it's **5 times more efficient than an email and reaches a wider number of customers than those who are connected through messaging apps** (which require a constant connection to the web).

### 3 | Techniques to construct the ideal text

#### > **Personalized greetings**

With A SMS, you can calibrate the dynamic variables associated to your contact.

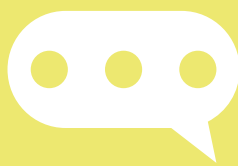
#### > **Indication of the body**

When it's not already expressed in the name of the sender

#### > **A clear and brief message**

#### > **Clear call-to-action, with links or instruction on how to answer**

#### > **Thanks for the action just performed**



HI MICHELE,  
LUXURY AUTO SRL HAS LINKED  
THE NEW SEAT LINE FOR THE  
SPORT GUIDE. SEND "TEST"  
TO BOOK YOUR FREE TRIAL  
SESSION IN TRAIL, THANK YOU!

## 4 | Five reasons to take advantage of SMS Marketing and sell more.

Selling is important, but the phases that anticipate the conversion are one hundred times more important!  
With SMS Marketing, you can build from scratch, or keep, the relationship with your customer.

The five winning opportunities to put SMS Marketing strategies into effect are:

### 1. *Launch a new product*

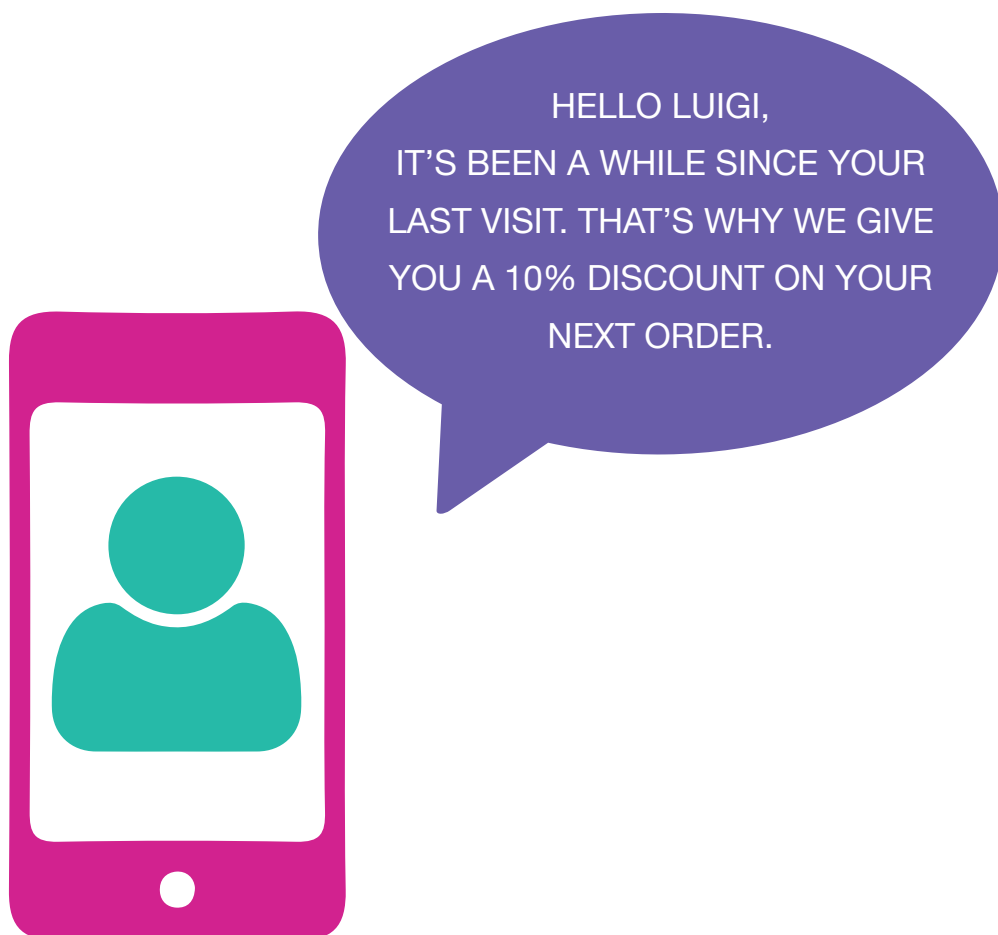
SMS is the most direct and immediate channel to anticipate or announce the launch of a new product. Useful especially in the presence of an already loyal clientele, but also to draw a new public towards your brand.



1° reason

## 2. *Develop a relationship*

Coddling a customer is the key to transform a single conversion in multiple ones. One text a week, programmed with targeted campaigns, creates empathy towards your brand. It's essential, in this situation, to alternate promotional and support texts, or informative messages which don't request and explicit call-to-action.



2° reason



### ***3. Manage transnational communication***

Stats tells us that the most liked SMS to get is the one which follows the reception or the confirmation of a shipment. Other types of transnational communications are the sending out of purchase codes or access codes like user id and login.



GREAT NEWS ROSSELLA,  
YOUR TICKETS FOR THE  
MUSEUM ARE BOOKED.  
SHOW THE CODE 43RF AT THE  
ENTRANCE TO ENJOY THE  
SHOW!

3° reason

## 4. Remember an appointment

Every activity that expects appointments get the best channel with SMS Marketing, in order to send out an effective and durable reminder. Business accountants, aesthetic centers, dentists, lawyers, coiffeurs are the businesses best served by a reminder strategy.



“HELLO FRANCESCO,  
THIS IS A REMINDER FOR  
TOMORROW’S APPOINTMENT, 7  
OCTOBER, AT OUR FLORENCE  
VENUE. WE’RE WAITING FOR  
YOU.”

4° reason

## 5.Promote an event:

With SMS Marketing you can direct the number of people you want exactly in the place you want them to be. Describe the location, mention special guest, announce a free entry. These are just some of the many tricks you can use to transform the participation to an event into a unique occasion.



SAVE THE DATE: 18 OTTOBRE.  
STARLIGHT TI ASPETTA NELLA  
NUOVA SCINTILLANTE LOCATION  
NEL CENTRO DI MILANO. INVIA  
QUESTO MESSAGGIO AD  
UN AMICO E ENTRA GRATIS  
ALL'EVENTO PIU' COOL  
DELL'ANNO.



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