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Boost Your Holiday Campaigns with SMS

Why incorporate SMS for holiday marketing campaigns?

Holidays

Holidays are a great reason to stay in touch and keep your brand in people's mind. Plus the last quarter of the year has a great number of holidays that you can use to reach out to your audience.

Christmas is the hottest (in terms of sales) out of all the holiday periods. Our ultimate guide to Christmas marketing email campaigns is a great resource if you're after actionable strategies for the holiday season. But, if you want to scale your marketing efforts beyond emails and go looking for a new communication tool then SMS is the way to go.

Why SMS marketing around holidays makes so much sense?

01

1 98% open rates

This makes SMS the top-performing marketing tool in terms of reach.

02

2 Smartphone & users

71% of smartphone users usually sleep with or next to their phone and 3% have it in their hand (source: techjury)

03

3 Unmatched reach

People receive the message on their mobile phone and have it with them 24/7.

04

4 E-commerce

Almost 40% of e-commerce products were purchased via a smartphone in the US during the 2018 holiday season (source: techjury)

05

5 Quick to send

You don't have to design an entire campaign and implementation is quick and easy.

06

6 1 hour without smartphone

58% of smartphone users don't go 1 hour without checking their phones (source: techjury)

How to incorporate SMS into Holiday Marketing Campaigns

SMS marketing fits very well during the high volume holiday seasons like Christmas or other holidays. This is due to the instant and personalised method of message delivery and getting your brand into the minds of your customers. Maximise your holiday sales with SMS by using the following campaign ideas.

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1. Sales/ Promotion

This is one of the best and easiest ways to make SMS work for you. Send out a discount voucher/code that your customers can redeem online or in-store. Offer a great discount for a short period with flash sales. Help your customers get their holiday shopping done without breaking the bank. Similarly, send out limited time/last minute only coupons if you don't want to have a flash sale.

Example SMS – "Hi Mr Bunny, we have a huge Easter sale going on at the moment, 60% off! Hurry, get down to our store or visit us here [**insert website link**] whilst stocks last. Reply STOP to unsubscribe".

2. Special offers for the holidays

Shopping often seems to be centered around holidays and the Christmas shopping season is one of the busiest times of the year. One way to get people into your stores is to send them special access to your sales. Please keep in mind that exclusivity is the key to getting this right. Make it sound like an exclusive deal that hasn't been announced anywhere else that will only be available to people on your list.

Example SMS – "Hi Mr Grinch, we have exclusive Christmas offers on our [**insert product range**] just for both our naughty and nice customers!! Claim your discount online or in-store [**insert Discount code**]. Offer valid until stocks last. Reply STOP to unsubscribe."

3. Order updates

Order updates are the messages that are sent out when a purchase is made online. Utilising a three-part SMS series can make a lot of difference to upsell on 'order update' messages.
SMS 1. Order confirmation, details, and thank-you message when the order is processed.
SMS 2. Delivery and tracking details when order is sent.
SMS 3. Confirmation of delivery, and upsell with a complementary product or further offer.

Example Upsell SMS – "Great news! Your order has been delivered. We hope you love them. Your dress will look amazing with a matching [**insert product**]. Check it out now [**insert web link**]. Reply STOP to unsubscribe."

Example Upsell SMS – "Good news! Your order has been delivered. Get $10 off on your next purchase [**insert discount code**]. Offer valid till 1st Jan 2019 (T&Cs apply). Reply STOP to unsubscribe."

4. Holiday greetings

Wishing a Merry Christmas can make your customers feel your business is more personable. It doesn't need to be limited to just Christmas, consider other major events like Easter and National Holidays that your customers might like to receive a friendly message about too. *Include a link to your business opening and closing hours in the message (if appropriate) and make the text more informative.*

Example SMS – "Dear Mrs Claus, from all of us here at [**insert your company name**], we want to wish you a very Merry Christmas and Happy New Year. For all our opening times see our website [**insert link**]. Reply STOP to unsubscribe."

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How to implement SMS

We give you all the tools you need to **create your own SMS Christmas campaigns**. It's fast, flexible and efficient!

Moreover, you can easily personalise your Christmas SMS using Wildcards. Wildcards allow you to personalise messages using information from your database list and putting it into your message. This is most commonly used for providing personalised welcome greetings.

Setting up a Wild Card in your SMS Message

● Firstly, create a new SMS, or edit an existing message:
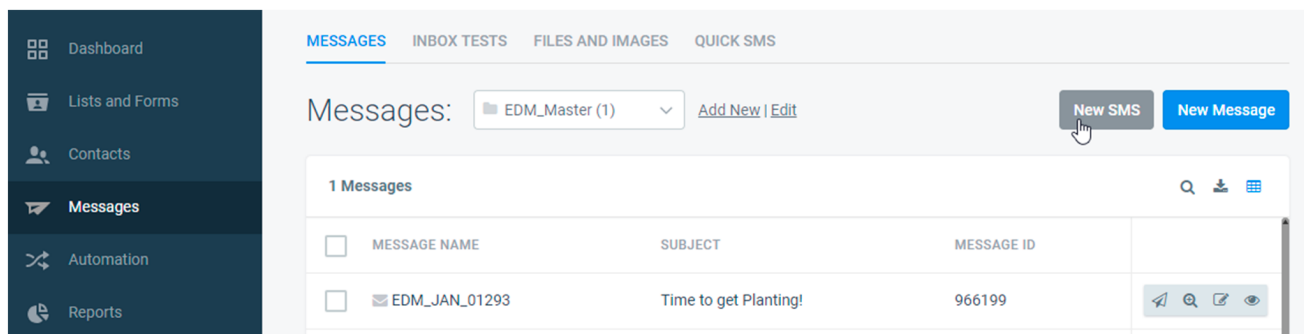
● Click the plus icon to insert the wild card of your choice.
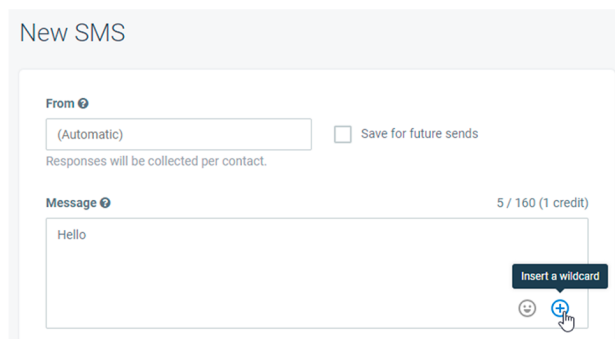
* Note – A fallback will be shown if the field has no data to populate the Wildcard. For example, instead of 'Hi Allan', it will say 'Hi there'.

● Using the options fill out the form with the correct requirements. **For example** the First Name field, Contact's Folder, Contacts List.

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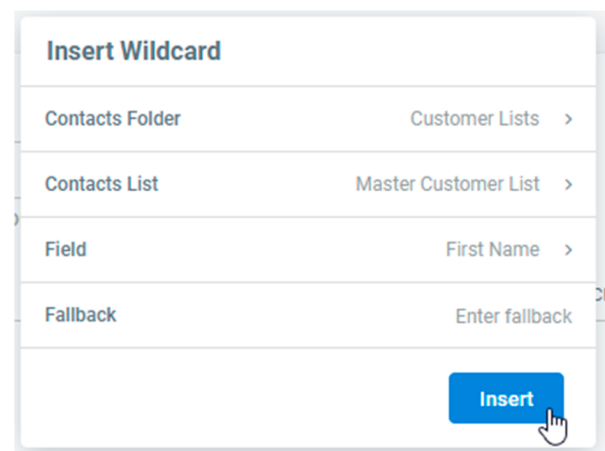
Best practices for SMS

Just like email marketing, SMS marketing is permission-based. So it's vital to have consent and comply with anti-spam legislation. In Australia, the Spam Act 2003 incorporates email and SMS marketing with the same basic requirements applying to both.

- Consent must exist before sending your message.

- The recipient should easily be able to identify the sender.

- The recipient needs to have a simple method for opting out.

Australia's governing body **ACMA** provides good advice for adhering to anti-spam legislation around consent for SMS marketing. Plus, Vision6 takes the worry out of processing opt-out requests, as this happens automatically with the capture of SMS responses from your campaigns.

Final thoughts

Holidays are a great opportunity to generate revenue for any business. When most platforms get flooded with messaging, SMS comes to the rescue as a superb alternative marketing tool. And, with the **increase in the number of industries adopting SMS marketing strategies**, the holiday period is a great time to leverage the power of SMS.

You just need to be careful with your approach when creating your holiday SMS marketing campaigns. Be careful not to send generic texts or overwhelm subscribers by spamming or bombarding them with messages. Take a balanced approach by creating personalised and targeted messages.

Use the SMS examples provided here or create your own versions.
Start creating your first SMS marketing campaign with a **free Vision6 account** or **login** and set up your next SMS marketing campaign.

Who is Vision6?

Founded in 2001, Vision6 is a provider of email and SMS marketing software, designed especially for marketing and agency professionals. Within the Vision6 ecosystem, you can send beautiful emails, reach customers immediately with SMS, grow your subscriber base, automate workflows and integrate with commonly-used industry software to make life a little bit easier.

We also contribute to the email marketing community by providing free webinars, training and resources, including the Email Marketing Metrics Report.

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Need help switching?

Switching from one provider to another can be pull-your-hair-out, stressful. Feel free to contact our Customer Support team to help make this a smooth transition for you. When you plan on switching providers, make sure to export the following assets before you cancel your existing account:

- Contacts databases

- Tiles and images

- HTML email templates (if they belong to you)

- Examples/reports of your past campaigns for your reference

Contact us

Contact us If you have any further questions or would like to learn more, feel free to get in touch with us via **our website** or the methods below:

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