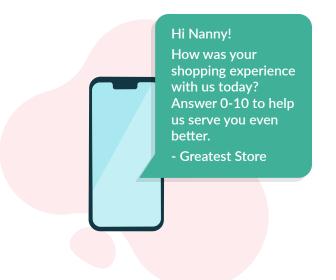
Data-driven SMS examples for consumer companies

SMS is one of the most cost-efficient marketing channels to reach your customers. Here is a list of the most common SMS communication and marketing messages B2C companies use to serve their customers better and increase the bottom line.

Queries

- Feedback survey after a purchase, store visit or a phone call
- Bounce email query: If the emails you send bounce back, an automated text message will be sent to the customer asking, if their email address has changed
- Asking for customers interests (eg product categories, styles or sports the customer is interested in)
- Asking for the customer's closest store. (And sending a discount for the specific store)



Hi Chadi!

We haven't been able to contact you via email. Maybe your email changed? You can update it here: https://bit.ly/3xQ8Zc4 Unsubscribe? Answer: N.

- Coolest Company

Transactional SMS

- Appointment confirmation and reminder
- Shipping, order status and delivery information
- Product back in stock message
- Other customer service matters



Automated marketing SMS

- Abandoned cart reminder: if the customer doesn't finish the purchase, a friendly reminder might seal the deal.
- Renewing a subscription
- Birthday messages
- Changes in situations in life: e.g. moving.

Hello An! Welcome to our new fine dining restaurant in Helsinki! All Great Restaurant loyal customers get -10%. You can book a table here: https://bit.ly/3xQ8Zc4 Hi Dimitri! All products in Gaming Shop are now -30% for this day only! Go get your new favorite game here: https://bit.ly/3xQ8Zc4

Hi Stefan!

Your one year subscription for Best Brewery craft beers is about to end. Would you like to continue having your glass half full also next year? Subscribe again by answering NEVERSAYINGNOTOBEER. Unsub? Answer: N.

Happy birthday Laura! 👑

We hope you have a great day and want to give you a personal birthday discount LauraBD30%. You can use it either in the store or in coolcompany.com for the next seven days. Unsub? Answer: N.

Marketing SMS campaign ideas

- Invitation to a local event
- Fast sale campaign (e.g. a sale campaign that lasts only for 24h)
- Informing about new products based on interest (eg a new book from a favorite author)
- Special offer based on browsing behaviour
- Activating passive customers
- Approaching loyal customers with special offers

