


# 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 Nanny!  
How was your shopping experience with us today?  
Answer 0-10 to help us serve you even better.  
- Greatest 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](https://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**