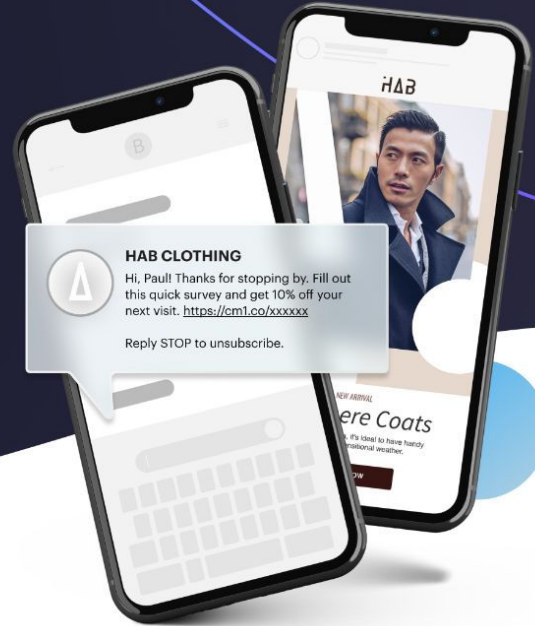


Your Guide to Getting Started with Campaign Monitor SMS

To make getting started with SMS easy, we've created this simple checklist to guide you through the important steps.



Let's get started!



STEP 1 Build your SMS list

- Add a signup form to your website, social media or digital platforms to capture new SMS subscribers. Check out our [Grow Your SMS List video](#) to find out how.
- Send an email to your existing subscribers asking them to opt in to SMS.
- Make sure to offer them something in return e.g. special discount, VIP pre-sale. Our [Grow Your SMS List video](#) will show you how.



STEP 2 Brush up on SMS best practices

- Get familiar with our complete [SMS best practices guide](#). The guide gives insight into the best times to send, suggested frequency and SMS compliance/regulations.
- Check out our [Connect and Convert with SMS webinar](#). Our experts cover the fundamentals of SMS marketing and show you how easy it is to add SMS to your marketing mix.

Your Guide to Getting Started With Campaign Monitor SMS



STEP 3 Plan your multichannel strategy



Start planning how and when [SMS and email](#) can be used together to reach your marketing objectives and amplify your results.

Once your SMS toll free number has been verified, it's time to start sending!



STEP 4 Craft the perfect SMS



Ensure your SMS hits your objectives by crafting compelling copy. For tips on how to write an effective SMS check out these [six copywriting tips](#).



STEP 5 Time to build



Create and send your first SMS in just a few simple clicks. We show you how in this [short demo video](#).

Your Guide to Getting Started With Campaign Monitor SMS



STEP 6

Optimize your SMS engagement

- Personalize your SMS content using custom fields i.e first names, location, purchase preferences.
- Segment your audience based on characteristics or behaviours to send more targeted messages.
- Test your SMS content. You could start by adding emojis or different CTA's to see what resonates with your audience.
- Improve engagement by testing different send times and days (making sure they are compliant with [best practices](#)).

Make sure your finger is on the pulse with SMS by visiting our [SMS Resources Hub](#).

For additional SMS support, you can visit:

- Our [Help Centre](#) which has hundreds of support articles and resources
- Or to talk to one of our friendly Support Team, log into your Campaign Monitor account (if you require login assistance, please visit our [Help Centre](#))