**Campaign Monitor**

# SMS Frequently Asked Questions

Below are commonly asked questions businesses often ask before getting started with SMS.

## What is SMS?

- SMS or "Short Messaging Service" is the official name for what you probably know as texting or messaging.

## Why use SMS and what are the benefits of using it?

- How many people do you know that don't own a cell phone? While there may be a few people out there, chances are, most people you know have even the most basic flip phone. Over 83% of people globally own a smartphone.[1]

- Now, consider how quickly you respond to a text message. When your phone beeps, alerting you of an incoming text message, you almost immediately look at the message, right? On average, **98% of text messages are opened**, and **95% of SMS are opened and responded to within three minutes**.[2]

- SMS is uniquely positioned to help you drive urgency in your messages. Customers are more likely to immediately open and engage with SMS, meaning you'll see higher returns in less time. Plus, you can reach your customers in their preferred communication channel, deliver personalized & targeted messages to make your subscribers feel like your communicating with them on a 1:1 level.

## How do I get started using SMS?

- SMS, like email, is entirely permission-based, meaning that you need express consent to communicate with your customers via SMS. You can use sign-up or acquisition forms to do this for new subscribers - when they sign up to receive communications from you, we recommend asking them for their mobile number, and whether they consent to receiving promotions via SMS.

- Because SMS is permission-based, you won't be able to immediately use your email marketing lists for SMS. However, you can use your email subscriber list to grow your SMS list. We recommend sending an email campaign to ask your existing subscribers encouraging them to opt-in to receive SMS from your business. There needs to be something in it for them though, so consider sweetening the deal with a special offer or discount.

[1]*Bankmycell.com*
[2]*SMS Comparison USA*

# Connect and convert like never before with SMS

## What types of messages can I send to my customers using SMS?

- SMS is a versatile communication channel that can help you reach your audience for a variety of different purposes. Some of the common use cases are below:
  - Discounts, coupons, and deals
  - Exclusive offers
  - Early access to products or promotions
  - Flash sales
  - Alerts for releases

## How do I choose the right channel for my audience?

- The way people interact with emails compared to SMS is different. Some customers never want another sales email in their inbox again, whereas others would hate if their phone buzzed with a text from a store they ordered from once. As with any campaign, it's best to test what works best for your audience, before you lock in your strategy.

- Using a two-pronged approach with email and SMS will help ensure that you can reach your audiences using their preferred communication channel, resulting in a better consumer experience with your brand.

- It's important to take into account the type of message that you're sending. Text messages are short by nature and great for urgent information or short communications, such as event and offer reminders or limited time promotions.

- Emails are usually better for long-form content and detailed messages. It's also the best place to deliver non-urgent communications or information your customers might want to save. Customers don't want to miss important information; therefore, anything that's immediately actionable should be sent via SMS. Likewise, they'll thank you for keeping long-form content in emails, where they can engage with it in their own time.

## Will you be releasing additional SMS features in the future?

- Yes, absolutely! We always iterate on our products to ensure we're giving you the best possible experience with Campaign Monitor. SMS automation is on our roadmap for the next 12 months!

- We'll be listening closely to customer feedback to determine what other features you might need in the future, including two-way SMS.

## What are your tips for growing my SMS list?

- We recommend leveraging your sign-up forms to capture mobile numbers and SMS opt-ins.

- You can also invite your engaged email subscribers to opt in to SMS by sending an email campaign asking your existing subscribers for their phone numbers and consent.

# Connect and convert like never before with SMS

## What are the best practice tips for getting started with SMS?

- Make sure your audience has expressed consent to receive SMS. You should always include unsubscribe instructions in your SMS so that your audience can also opt-out at any time. Campaign Monitor SMS has this built into our solution, so you'll never forget to include it.
- Personalization is as important for SMS as it is for email.
- Always include your company name - don't assume your audience knows who is texting them.
- Check out our **SMS best practice guide** for more tips.

## What is the character limit for an SMS?

- 160 characters. This doesn't mean that you can't go over that character count - you could send a longer SMS that still shows up on your subscriber's device as one message - but in this scenario you would be charged for multiple SMS per subscriber. Once you add emojis, character count is reduced to around 70 characters. So we recommend using emojis only when you have a super short SMS to send, or if you're happy for your message to require multiple SMS.

## If someone unsubscribes from my SMS list, will they be opted out of my emails?

- No, when your audience unsubscribes from SMS, it will opt them out of SMS only and they will still be able to receive emails.

## How long does it take to get SMS added to my Campaign Monitor account?

- We can have you sending your first SMS campaign within 1-2 weeks. Our team will work with you to set you up with an SMS package that meets your needs, and give you all the support you need to send your first campaign.

## What is the pricing structure for Campaign Monitor SMS?

- Our team will create a custom SMS package tailored to your business needs. SMS pricing varies depending on your audience size and how frequently you need to send SMS.

## Are there any special requirements for signing up to SMS?

- You need to have an email contract with Campaign Monitor to use Campaign Monitor SMS. Our solution is currently available for contracted customers sending SMS to the US, UK, Australia and Canada.

# Connect and convert like never before with SMS

## What countries can I send SMS to?

- Our solution is available for customers sending SMS to the US, UK, Australia and Canada!

## What type of reporting is available for SMS campaigns?

- Just like your emails, you can track how your SMS campaign has performed within Campaign Monitor.
- You can track delivery, bounce, click and unsubscribe rates.

## What happens if we have mobile numbers in the incorrect format?

- If you upload mobile numbers that have  formatting errors, or are missing the country codes, our SMS solution will correct these errors during import, and prior to sending

## Can I use the same subscriber list for both email and SMS, or are they separate?

- Yes, you can sue the same list for both email and SMS. Just simply add the mobile numbers you have permission to send to, to your existing list.

- This also allows you to modify your existing segments as you need.

## Interested in SMS?

- Already a customer? **Contact us** to customize your SMS package.
- New to Campaign Monitor? Request a demo **here**.

**For more information, visit our SMS Resources Hub**