



Guide to SMS in Multi-Channel Marketing

Finding the Right Place for SMS in
Your Integrated Marketing Strategy





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Introduction

Today's mobile devices are multi-channel marketing portals that host many different touchpoints like SMS, email, and social media – to name a few. In this dense mix of communication options, SMS is being pushed into a smaller and smaller corner. Knowing where and how to use it effectively as a marketing channel is becoming essential.

In our *Guide to SMS in Multi-Channel Marketing*, we focus on how SMS can fit into your broader marketing strategy and how you can still get the most from it today.

This guide covers:

- **Why** text messaging is valuable in multi-channel marketing
- **How** businesses are using SMS in marketing today
- Smart SMS and **how it can benefit** your communications
- **Staying data-privacy compliant** in RSA, the UK, EU, and USA
- **Good texting etiquette** and how to **avoid the spam bucket**
- How to **integrate SMS** into your multi-channel strategy

We hope this guide will show you what's possible when the best features of SMS are used to support your overall digital marketing strategy.

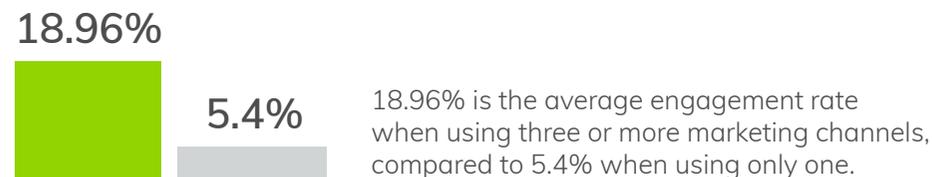
The Role of SMS in Multi-Channel Marketing

What is Multi-Channel Marketing?

Multi-channel marketing helps you engage with potential and existing customers using multiple touchpoints. In digital marketing, these channels can include SMS, email, voice broadcasting, and web push notifications – to name a few.

The purpose of multi-channel marketing is to offer people many ways of interacting with your brand, and helps you meet them on the channels they prefer. This makes your communications more engaging and effective.

According to [Shopify](#):



In a June 2022 survey, PwC also found that 80% of respondents had shopped across **at least three marketing channels** in the last six months.

Multi-channel marketing is more effective than stand-alone marketing channels.

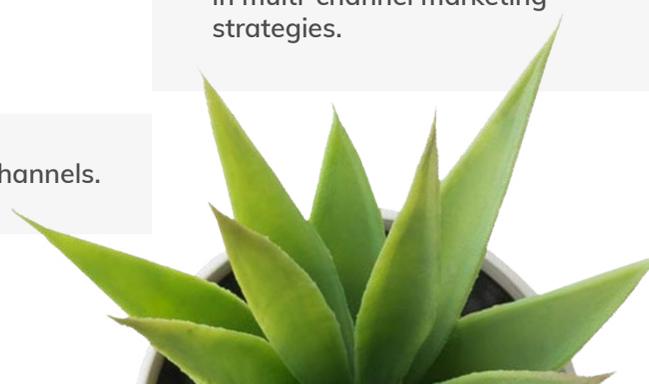
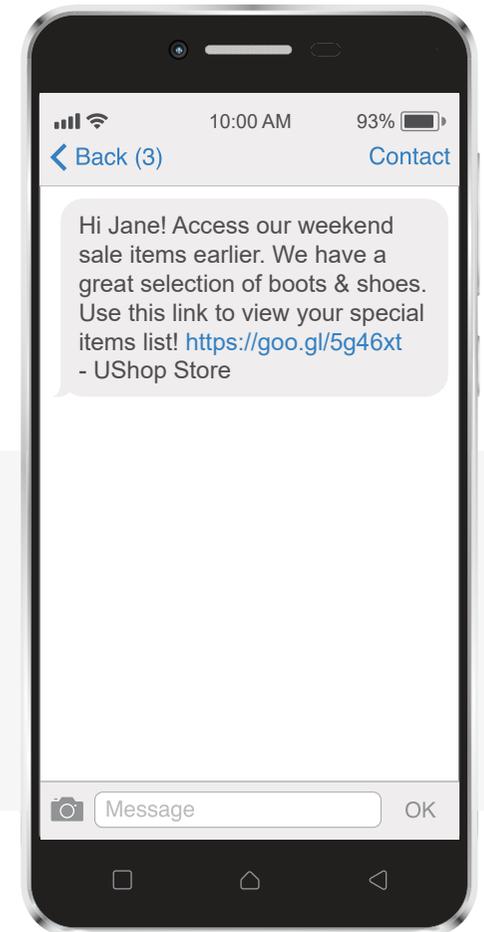
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Strengths of SMS as a Digital Touchpoint

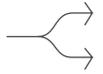
SMS has been around for about 30 years now and is beginning to show some age. That said, this channel still has a number of extremely useful traits that will **guarantee its co-existence with other digital touchpoints** in the foreseeable future, like being:

- ✓ Capable of sending messages without mobile internet services
- ✓ A preferred channel for transactional messaging
- ✓ A standard feature of all modern cell phones
- ✓ A convenient channel for two-way communication

These features have helped SMS remain a popular bulk communication channel for three decades now, and today businesses are using it as an effective touchpoint in multi-channel marketing strategies.



Why is SMS Valuable to Multi-Channel Marketing?



It Gives Customers a Two-Way Channel

Customers often have questions at different points in their journey, so opening a channel for two-way conversation helps you support them better. SMS is ideal for this as it can help you smooth over pain points before inactivity or churn kicks in.



It Creates Urgency & Helps Prompt Action

Mobile users generally view SMS as a time-sensitive channel. This means you can use urgency to prompt engagement, and it's one of the reasons why SMS works well as a transactional channel.



It Can Be Measured with Standard Metrics

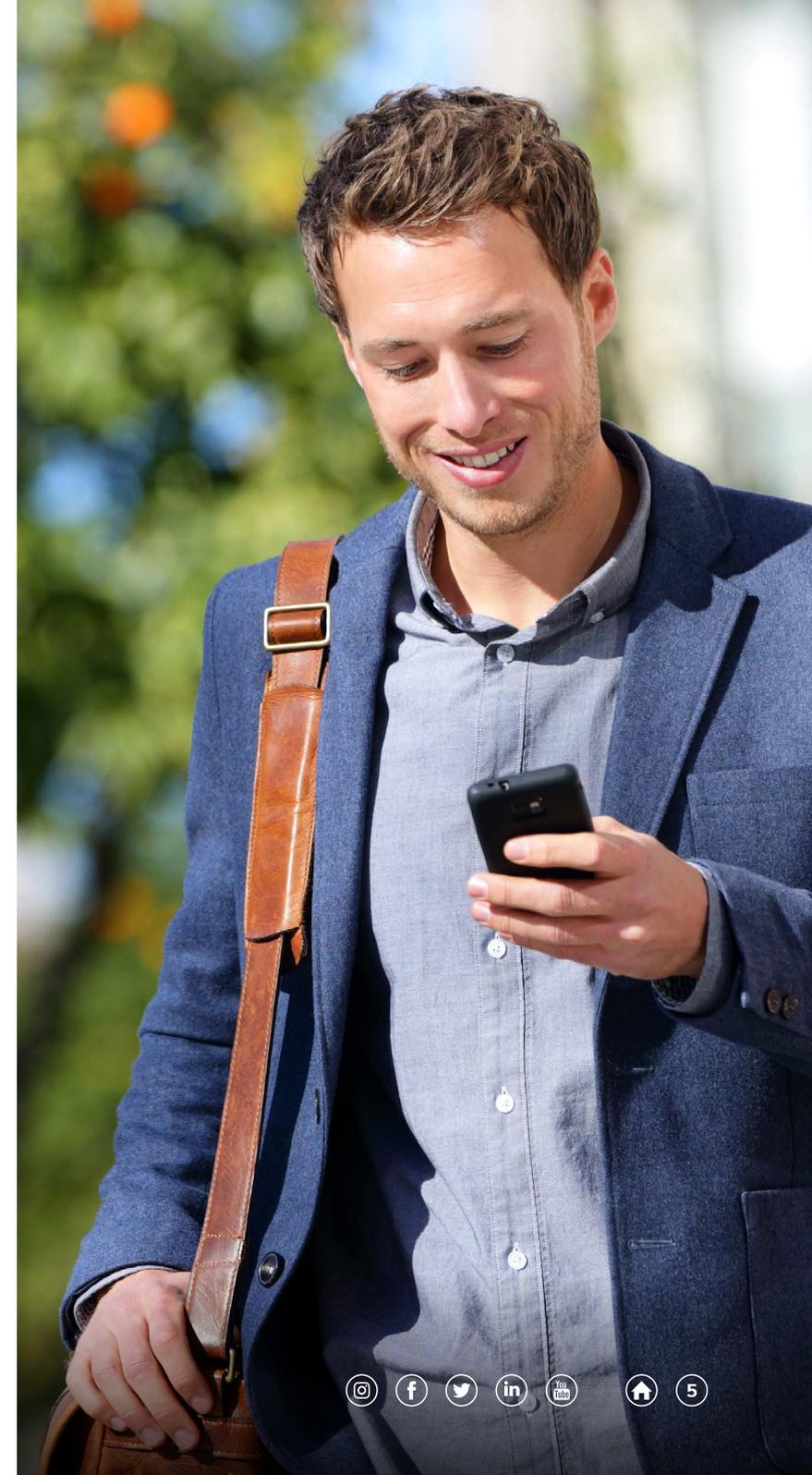
SMS activity metrics like deliveries, replies, and unsubscribes are measurable and can be reported on. Understanding how people are engaging with your messages can help you make better decisions in your multi-channel strategy.



It's Flexible & Meets You Where You Are

Everyone who has a cell phone can receive a text message – you just need mobile reception. This gives SMS great flexibility as a communication channel, and it can be used to improve the reach of other digital touchpoints like email.

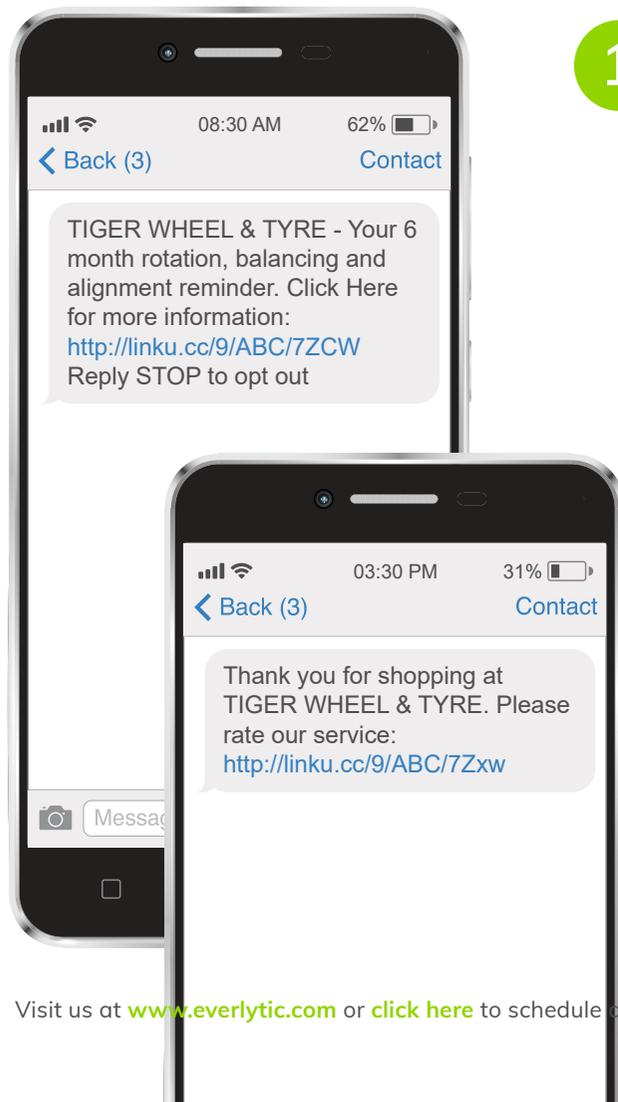
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4 Ways SMS is Used in Multi-Channel Marketing Today



As a stand-alone platform, SMS still provides value, but businesses are becoming more aware of its multi-channel potential. Here are some of the ways text messaging is being used in marketing today.



1 Boosting Email Performance with Smart SMS

Smart SMS helps you to add an extra layer of rich content to your text messaging campaigns. Create and send an SMS message containing a link to an online version of an email. Smart SMS also gives you two sets of reporting on one message – for both SMS and email performance.

Enhance Your SMS Campaigns with Smart SMS



Tsogo Sun wanted to reach more subscribers with their rich email content but had mostly mobile contacts on their database. So, they used Smart SMS to direct subscribers to online versions of their emails via shortened links in text messages. This enabled Tsogo Sun to reach 61% more subscribers compared to using SMS and email as stand-alone platforms.

[Read the case study](#)



TiAuto Investments, the holding group for Tiger Wheel & Tyre and TYRES & MORE, uses Smart SMS to invite customers to rate their experience and come back for follow-up services. This has improved engagement rates on SMS and email, with the group getting a 13% click rate on SMS, and 18% on email – nearly 15% better than the industry benchmark.

[Read the case study](#)

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4 Ways SMS is Used in Multi-Channel Marketing Today (cont.)

2 Sending Transactional Messaging Through SMS

SMS is great for sending **high-volume transactional messaging** triggered by API. This makes text messaging useful for delivering business-critical info to customers, like password resets, alerts, notifications, and OTPs.

3 Driving Mobile Commerce via Text Messaging

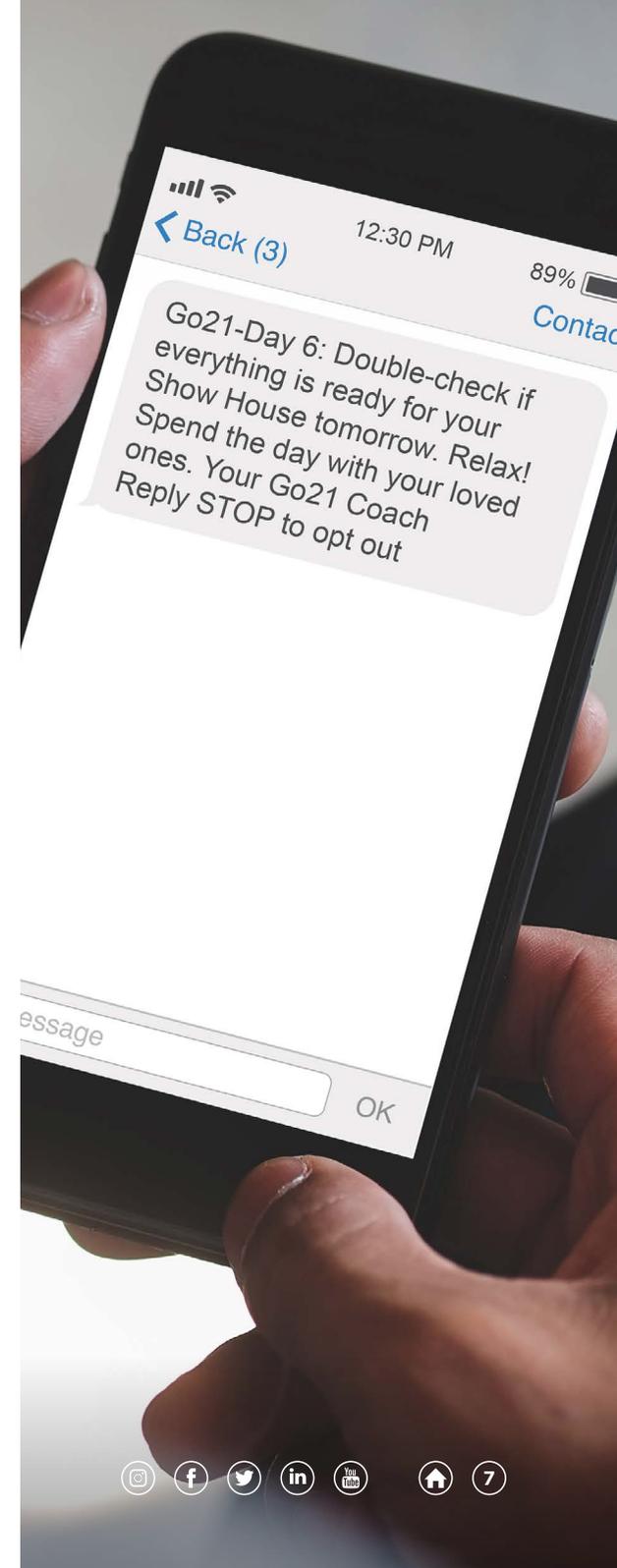
According to **Insider Intelligence**, mobile commerce sales in 2022 are predicted to rise to \$431.4 billion. Even though email is the preferred channel for engaging with online shoppers, SMS is still a convenient fall-back when internet connectivity is a challenge.

4 Building Customer Relationships Through SMS

When combined with automated workflows, SMS can be used strategically to support your customer journeys – keeping participants informed and engaged. For example, **read our case study** on how Century 21 used SMS in its onboarding journey for new real-estate agents.

Learn how you can use Everlytic's SMS feature to send abandoned-cart messages, purchase notifications, and exclusive promotional messages via our **popular ecommerce integrations**.

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Good SMS Etiquette

6 Principles for Staying SMS Compliant

The first component of good SMS etiquette is data privacy compliance. Depending on where you live, different regulations may apply, but in most cases the following six principles stay the same:



Consent

Obtain consent from prospects before sending them SMSs.



Honesty

Be open and honest about how you're going to use their data.



Approachability

Provide legitimate contact details so they can reach you.



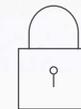
Free Choice

Allow subscribers to specify their preferred marketing channels.



Openness

Provide them with straightforward ways to opt in or out.



Security

Protect personal data from cyber and / or other threats.

For tips on how to avoid opt-outs in SMS marketing, download our [Guide to Effective SMS Marketing](#).

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Good SMS Etiquette (cont.)

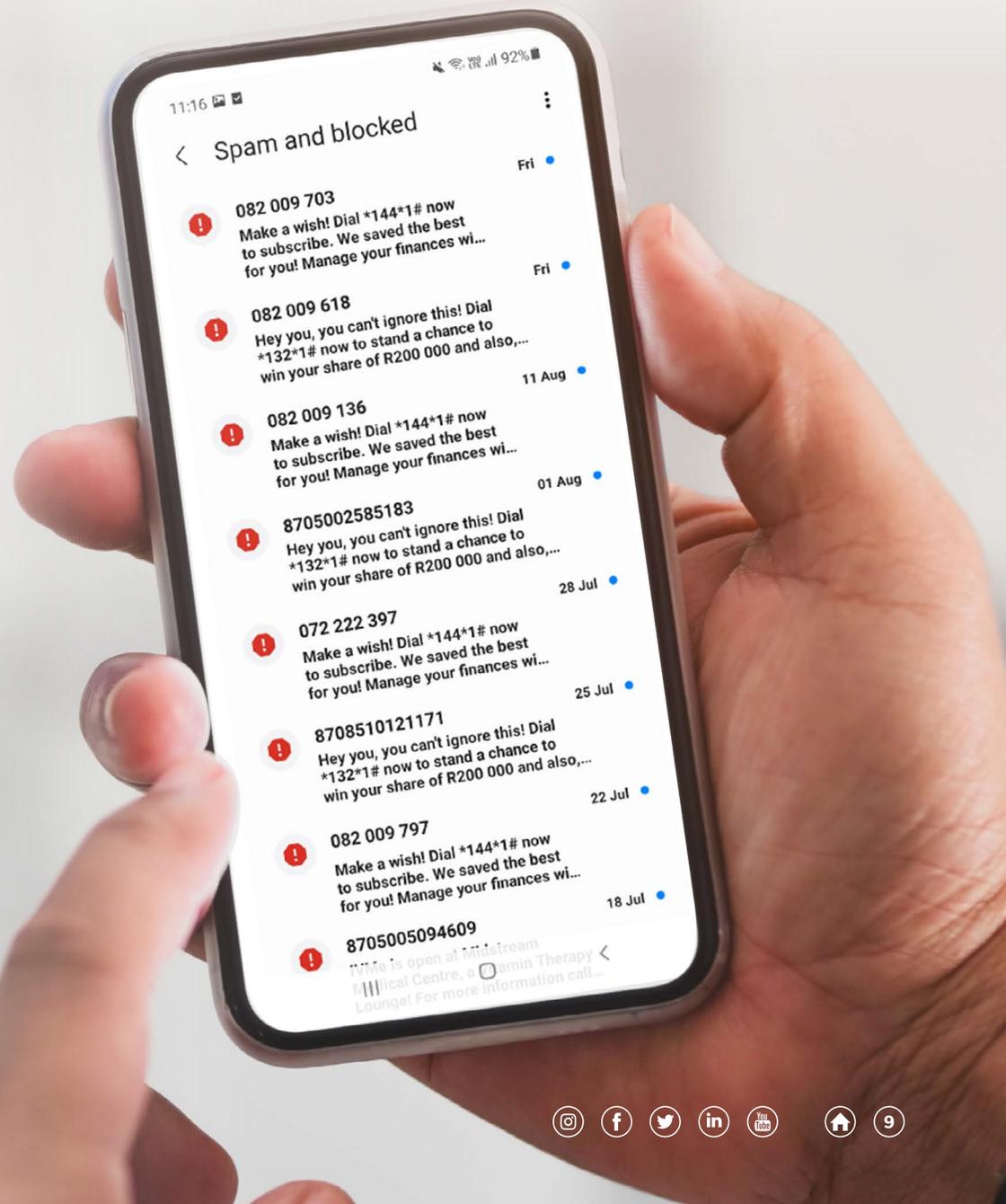
Text messaging is one of the most direct channels you can use in multi-channel marketing, so take special care not to appear spammy. You can do this by following some basic etiquette.

Avoiding the SMS Spam Bucket

Few factors mess up your multi-channel marketing journeys quicker than messages landing in spam folders. If you want to avoid this with your SMSs, consider doing the following:

- ✔ Be open and honest about your intentions.
- ✔ Keep messages short, clear, and concise.
- ✔ Personalise messages for legitimacy and engagement.
- ✔ Make your SMSs helpful, relevant, and time sensitive.
- ✔ Keep an eye on timing and avoid SMSing too often.
- ✔ Use a multi-channel platform to support your efforts.

More than 3.5 billion phone users receive spam SMSs daily ([Earthweb](#)). Read more about how you can make your SMSs appear less spammy [on our blog](#).



Common Data Compliance Frameworks

Your strategy is only as good as its weakest link – this is why data compliance is crucial for multi-channel marketing success. If not managed properly, SMS messaging can invade your customers' privacy. Fortunately, there are several compliance frameworks that can guide you on how to manage your customer data effectively.

POPIA

The Protection of Personal Information Act is a set of South African data protection laws that includes regulations on direct marketing and lays down clear guidelines for compliant text messaging. This involves obtaining consent and providing clear opt-outs in all communications.

For more guidance on the proper application of POPIA in multi-channel marketing, check out this helpful guide by legal experts [Novation Consulting](#).

Disclaimer: This guide does not constitute legal advice. POPIA, GDPR and CAN-SPAM are principles-based legislation, so there are many variables that may influence what is best for your business.

GDPR

The EU and UK's General Data Protection Regulation is considered the benchmark for many data protection laws across the globe. It's the precursor of POPIA and features many of the same consent and opt-out regulations.

Here's a summary of GDPR direct marketing [regulations and exceptions](#).

CAN-SPAM

CAN-SPAM is a set of US laws created to clamp down on spam communications, including specific types of unsolicited text messaging. Where the focus of POPIA and GDPR is more on protecting personal data, CAN-SPAM aims to protect the public from unwanted and harmful content.

You can find a [general overview of CAN-SPAM here](#).

For more on this topic, see our blog post, [5 Data Compliance Traps to Avoid in SMS Marketing](#).

5 Steps to Integrate SMS into Your Multi-Channel Marketing

Now, consider your current marketing strategy. How can you weave SMS into your marketing mix?

Step 1

Get Clear on Your Multi-Channel Strategy

Having several digital touchpoints in your marketing strategy is great, but only if they're working together and covering the channels your customers prefer engaging on.

To ensure this, first identify where SMS will have the greatest impact. For example, can you reinforce email opens in your customer journeys with well-timed text messages?

Step 2

Build & Manage Your Lists Responsibly

A properly maintained, growing, and compliant database is non-negotiable for multi-channel marketing success. Communication platforms, like Everlytic, have built-in data management and compliance tools to help you:

- Obtain the necessary data permissions.
- Manage your contact data from one central hub.
- Remove duplicates from your contact lists.
- Segment contacts for customised messaging.
- Create custom fields for granular filtering.
- Import / export customer data with ease.
- Keep close tabs on contact unsubscribes.

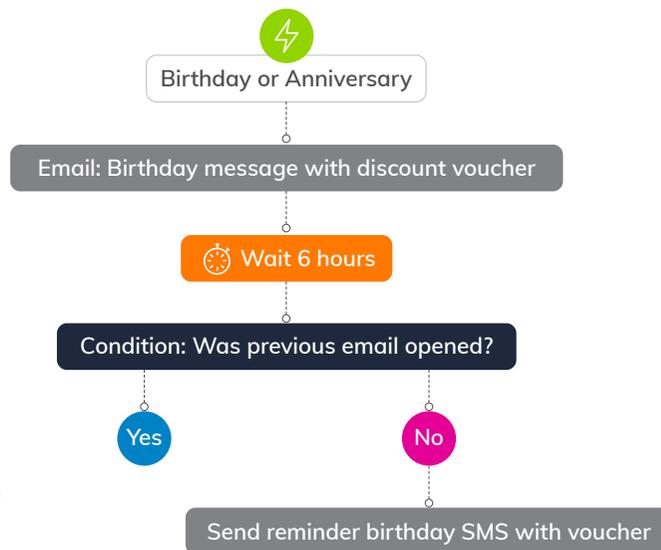
5 Steps to Integrate SMS into Your Multi-Channel Marketing (cont.)



Step 3

Create Multi-Channel Journeys

Combine SMS with other digital touchpoints like email, voice broadcasting, and web push notifications to create seamless marketing journeys. Here you will see text messaging come into its own thanks to its engagement rate, speed, and ability to meet customers where they are at any point in their journey.

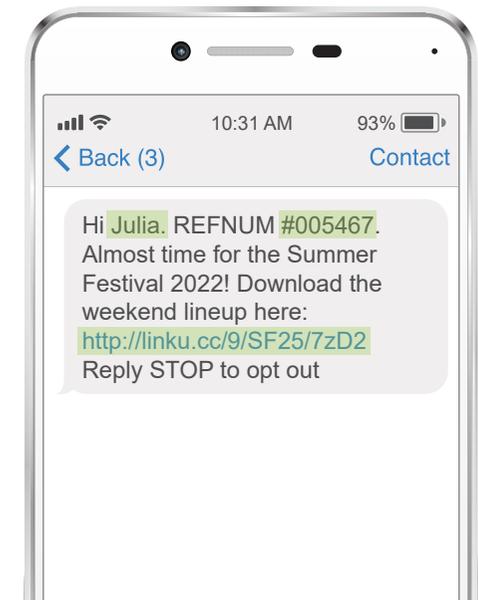


Step 4

Craft Engaging Messages

Because SMSs meet contacts where they are, your messages need to be relevant and engaging. Personalisation is an effective way to make your messages speak directly to customers. Depending on the communication platform you're using, you can **personalise your SMSs** with:

- Custom text fields
- Attachment links
- Calendar invites



Everlytic allows you to trigger automatic messages on **subscriptions, responses or behaviours, and profile info.**

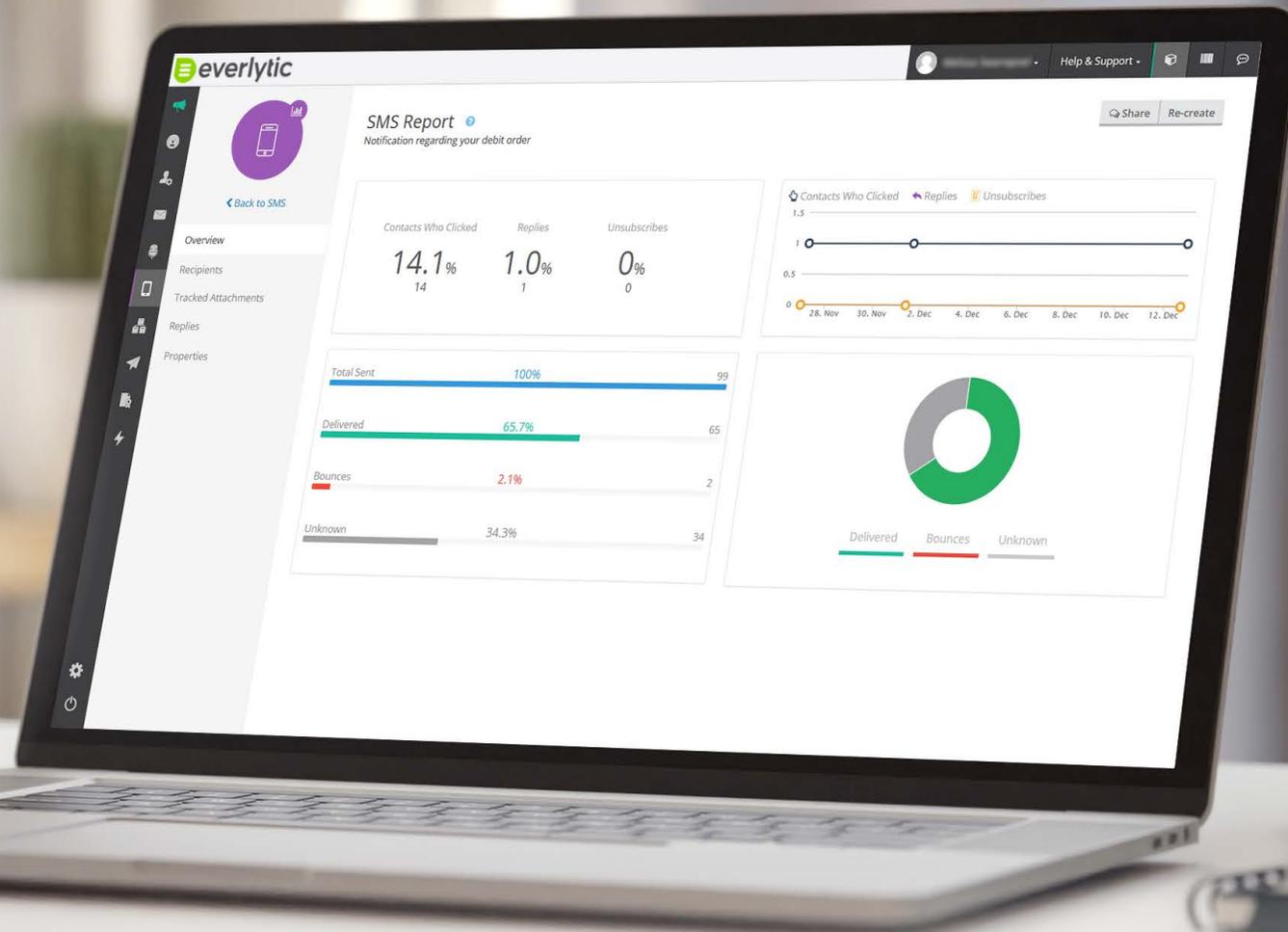
5 Steps to Integrate SMS into Your Multi-Channel Marketing (cont.)

Step 5

Measure SMS Performance

The most effective way to improve your multi-channel marketing strategy is to get clear **reporting on campaign performance**. Communication platforms, like Everlytic, can measure important metrics including:

- Messages sent & delivered
- Bounces
- Clicks
- Percentage click rate
- Replies
- Unsubscribes
- Attachment downloads



Managing Customer Lifecycles Using SMS

Converting prospects is only half the journey. Now that you have subscribed customers, you can use SMS – in combination with other channels like email, voice broadcasting, and web push – to manage the customer lifecycle.

Examples of **customer journeys** that can benefit from text messaging include:

Onboarding

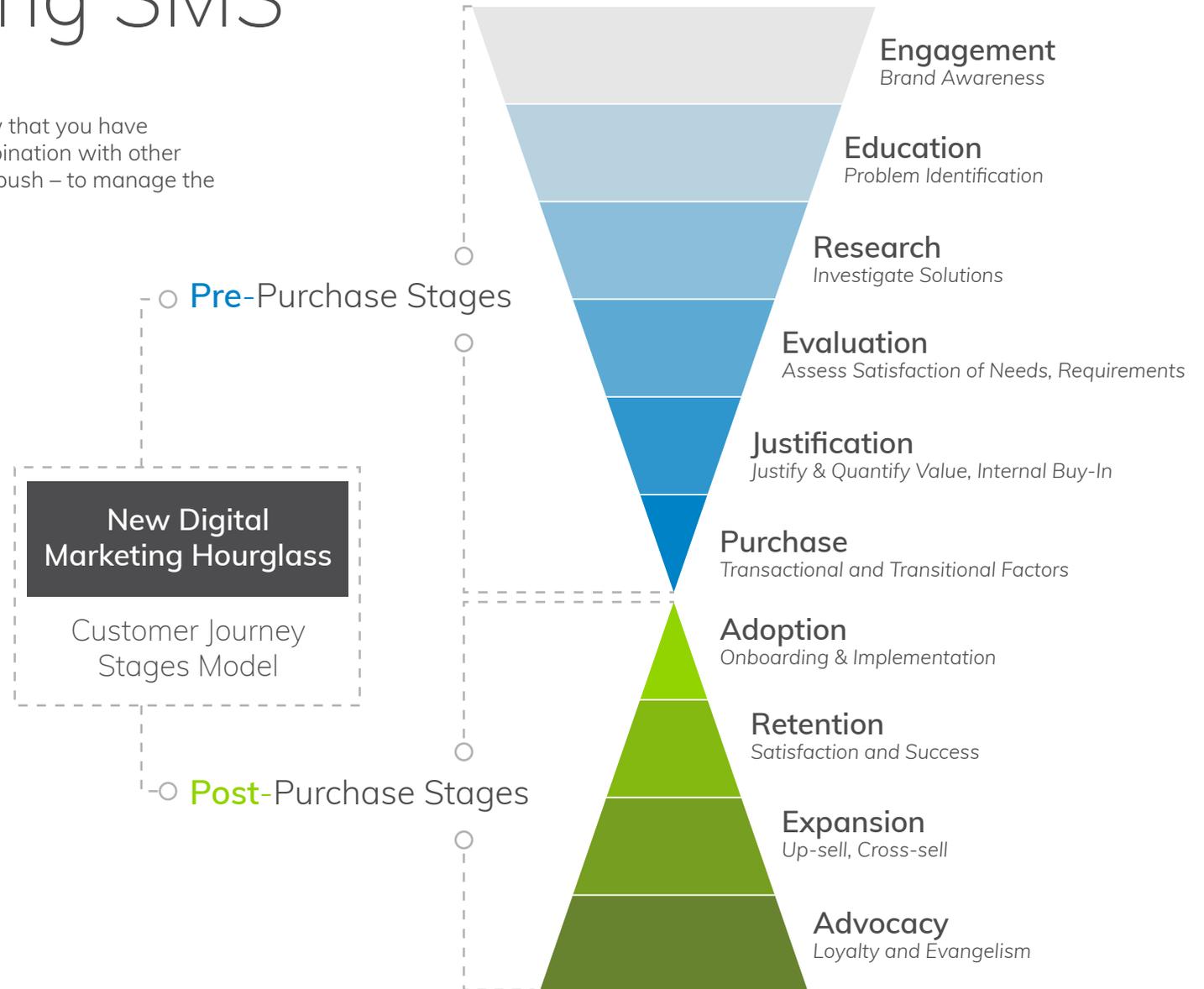
Guide new customers through the onboarding process and prompt them to take specific actions at relevant times with triggered messaging.

Up- and Cross-Selling

Send exclusive promotions to existing customers to motivate them to buy additional products or services from you.

Re-Engagement & Win-Back

Compliantly use existing data to send disengaged customers tailored incentives via personalised SMSs, and draw them back into a customer journey.



Conclusion

SMS still brings considerable value to your multi-channel marketing today. This is thanks to the simplicity and flexibility of this touchpoint, which will ensure its coexistence with other popular channels in the foreseeable future. Transactional SMS is a cornerstone of modern business communications and ensures reliable delivery of time-sensitive and business-critical communications. In addition, using SMS as a tool for building customer relationships adds to the enduring value of this channel.

With Everlytic's convenient bulk communication and marketing automation platform, you can integrate SMS into your broader marketing strategy. This approach can help you get more from your campaigns while still reaching your customers on the channels they prefer.

Find out how Everlytic can support your business goals.

Get a demo



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