Engagement

SMS & MMS Best practices

BLOOMREACH

Team Introduction

Nicole Khoury
Bloomreach
Business Consultant

- Business Consultant in UK
- SMS Specialist

Mark Murray
Bloomreach
Senior Business Consultant

- Senior Business Consultant in US
- SMS Specialist
- Engagement Academy lector

Agenda

1. Why is SMS an important channel?
2. Sending SMS/MMS (DEMO)
3. Two-Way Messaging
4. TCPA List Validation
5. SMS Best Practices
    a. Strong Subscriber List
    b. Understanding your Business Strategy
    c. Omnichannel Strategy
    d. Segmenting your List
    e. Use Case Suggestions
    f. Some Housekeeping
6. New Releases!
7. SMS Services

Sli.do

- Go to slido.com and enter **#bestpractices2023**
- OR click on the link in the chat
- OR scan the QR code

- **Quiz starting soon**
- **Q&A Session** – ask questions during the session, will be answered at the end of the session

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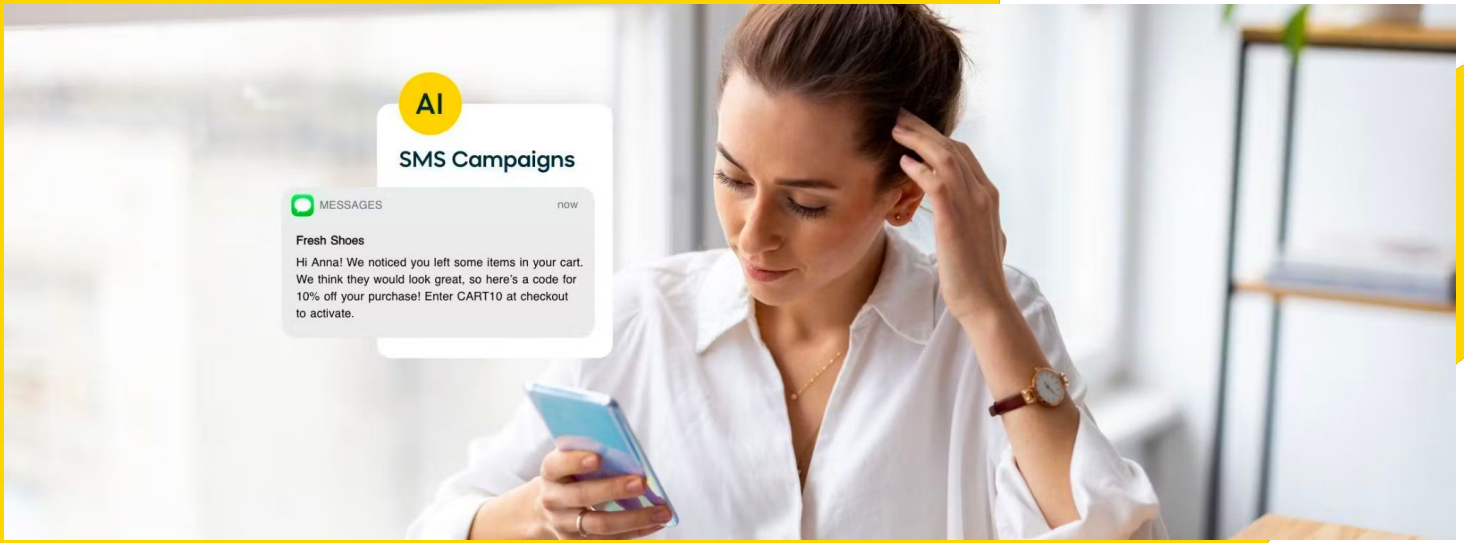

Why is SMS an important channel?

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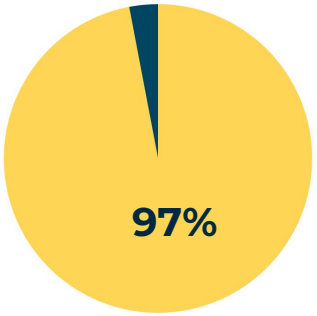
Why the *Buzz*?

97% messages read within 15 minutes delivery*

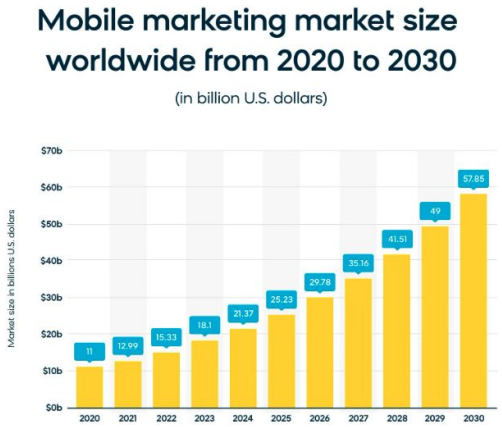


A significant 45% of SMS campaigns generate a successful ROI*

source*

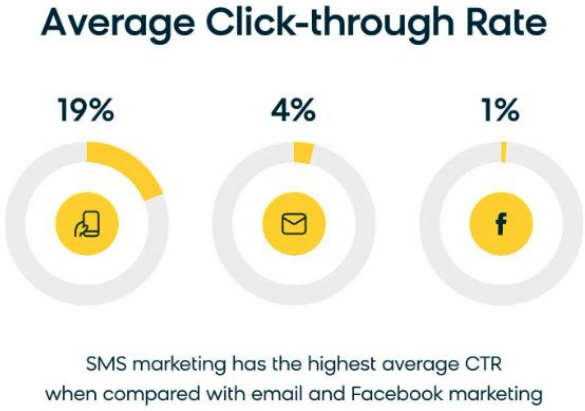
High revenue generation

Nearly **96%** of marketers using SMS say it's helped them drive **more revenue** - and almost **60%** say it's **significantly or overwhelmingly increased revenue** generation (* source)



Click-through Rates

- On average, marketing via **text message** yields a **19% click-through rate (CTR).**
- Incredible statistic compared to the next best results: **Marketing emails** produce a **4% CTR.**



Sending SMS/MMS

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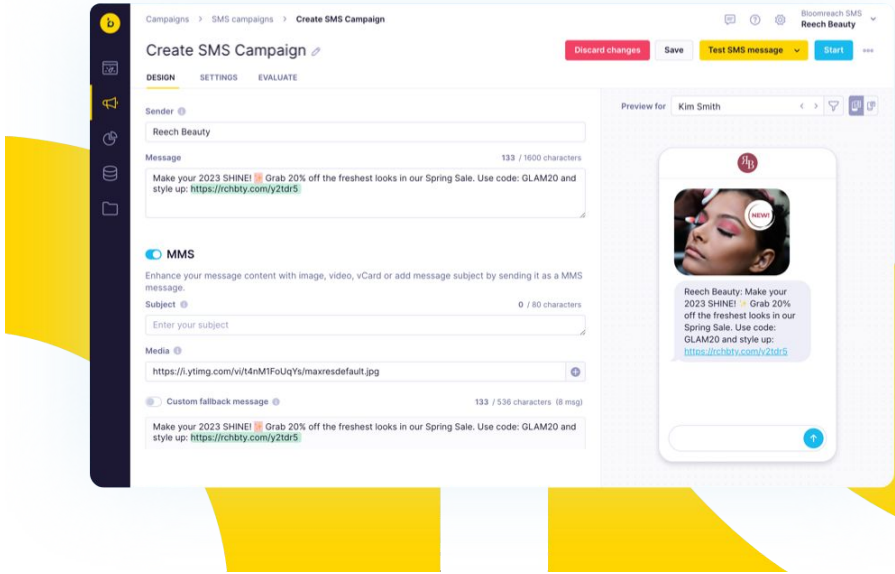
SMS campaigns

OVERVIEW

The same functionality you love for Email Campaigns, now for SMS! Easily create and send one-off SMS or MMS campaigns with our new visual builder. Preview and test every message before you send. Use the evaluate tab to quickly view campaign performance.



USE CASES

Quickly send timely messages

Drive urgency (and conversions) with a flash sale, seasonal sale, or limited time promotion on the channel they are mostly likely to engage with. Don't forget to send a last chance reminder!

Give subscribers early access

Give SMS subscribers early access to shop new products or limited edition items with a timely text.

Make customers feel like VIPs

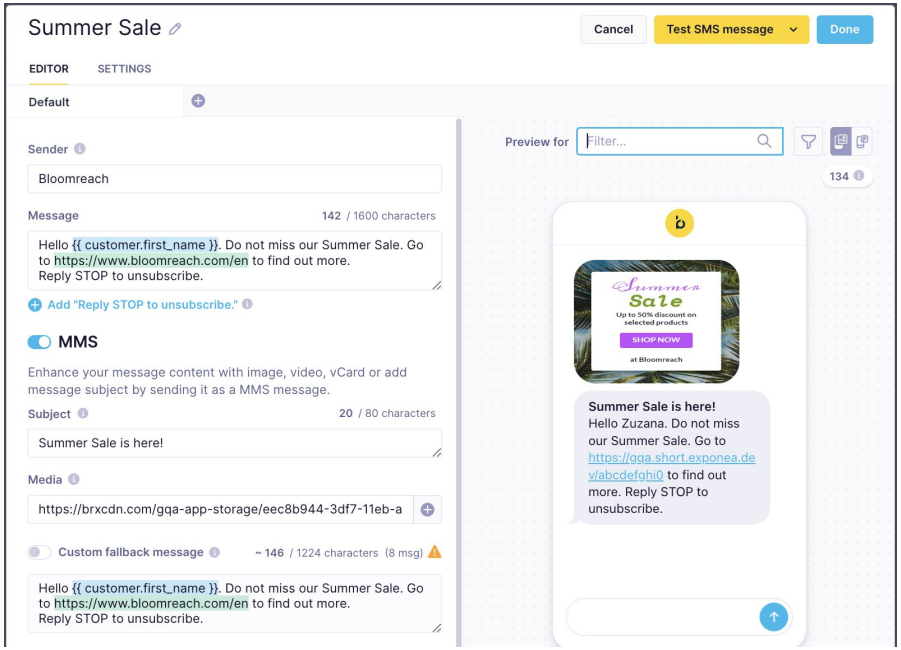
Give your most loyal SMS customers the royal treatment with access to exclusive sales, content, and products.

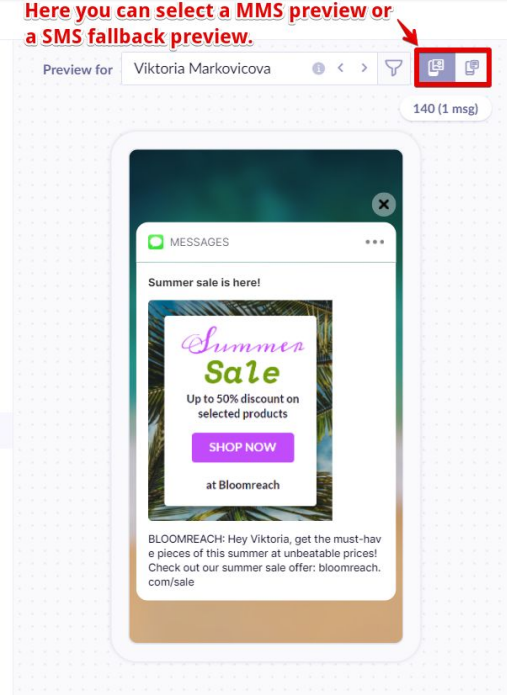
Make it personal

Use zero-party data and personalized product recommendations to make every message feel personal.

What is MMS?

MMS campaigns *allow you to create even more personalized campaigns through multimedia messages.*
Adding images or videos *to your campaigns can increase user engagement and brand awareness.*



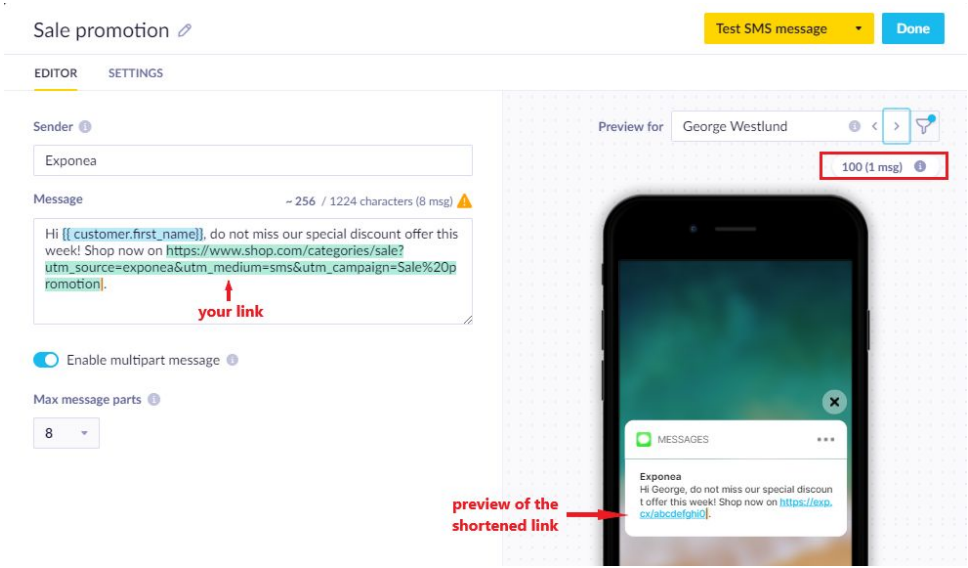


SMS/MMS CAMPAIGN DEMO

Sending Links in SMS

Hyperlinks are often used in marketing campaigns to drive traffic to landing pages from different channels. However, the **number of characters** in an SMS/MMS is **limited** and if you want to send **personalized links**, you will find out that these are **too long** and **not very appealing** in SMS/MMS messages.

Link shortener automatically **replaces all hyperlinks** in the text of the campaign **with its shortened version**. Every click on the shortened link is automatically tracked as campaign event with status clicked.



Two-Way Messaging

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Keyword Auto Responses (SMS/MMS)

OVERVIEW

Our existing two-way messaging gives customers an easy to way to unsubscribe or opt-in to SMS/MMS. We track customer replies as campaign events to enable further automations. Keyword Auto Responses takes this a step further by allowing triggered responses based on predefined keywords.

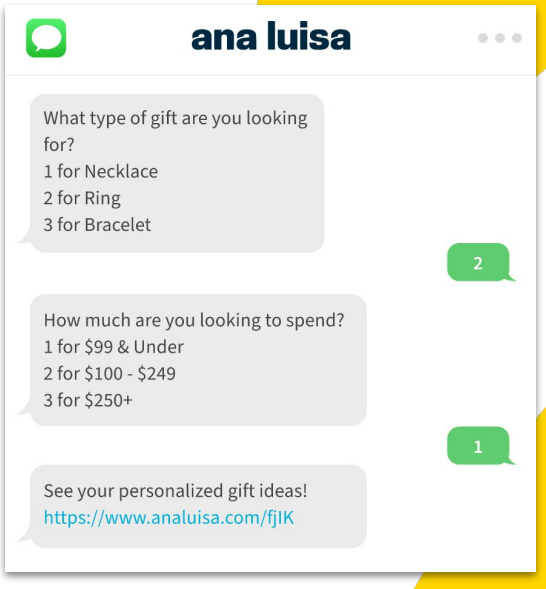
KEY BENEFITS

Automate conversational messaging

In addition to easily being able to opt in and out, customers can get immediate responses based on their keyword replies. Keyword-triggered replies deliver personalized content that feels conversational and increases engagement

Capture zero-party data

Let subscribers “choose their own adventure” based on the keyword they select, and save their responses as a data point for future segmentation and personalization.



Auto responses are triggered by predefined keywords without looking up the profile of the sender. This means that personalization cannot be supported since the goal is to respond to the keyword right away.

bloomreach

SMS/MMS : TCPA List Validation

Read more about TCPA compliance on our blog.

TCPA List Validation

OVERVIEW

- Telephone Consumer Protection Act (TCPA) applies also to SMS/MMS, requiring prior express written consent from customers.
- TCPA compliance is a critical component of any SMS program that includes sending to the US. Please read this blog, familiarize yourself with the requirements, and share with customers to ensure we are providing education on th topic.

TCPA List Validation

OVERVIEW

When TCPA List Validation is enabled, we will check for reassigned/deactivated numbers in addition to checking state and national Do Not Call registries for “litigators”, who are specifically looking to catch and report senders for TCPA violations, and automatically removes them from the sending list.

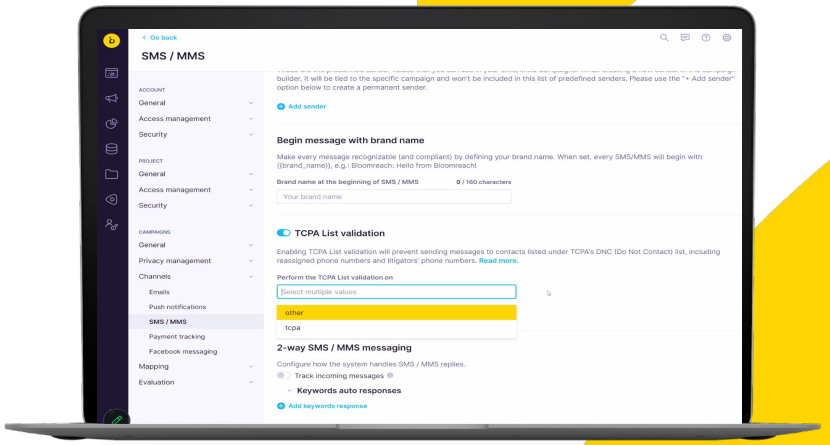
KEY BENEFITS

Prevent TCPA violations before they occur

Combined with opt-in best practices, the TCPA List Validation provides another layer of protection against potential violations. As violations can come with hefty fees ($500 - $1,500 per offense) it is important to prioritize compliance both as a best practice and to prevent unnecessary costs.

Consent management and list hygiene

Consent is tied to the owner of a given phone number, not the phone number itself. As numbers are deactivated or reassigned, it is important to remove numbers that are no longer valid and update the consent status accordingly.



SMS Best Practices

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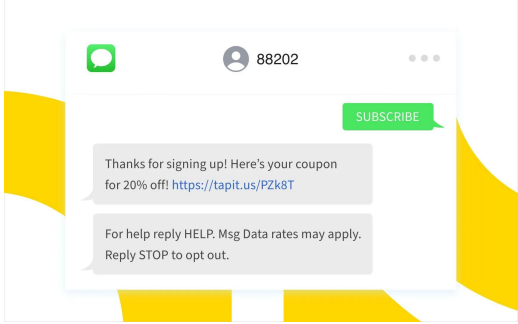
Build A Strong Subscriber List



Focus on growing your SMS subscriber list first

- **Straightforward and actionable sign-up units:** Following your branding, make it attractive, clear and actionable headline: they have to understand what they're getting out of it
- **Offer Incentives:** Offer SMS-exclusive deals and discounts, rewards points, exclusive access, giveaways, free shipping, limited-time offers, **SMS exclusivity**
- **Conversion across channels/ devices:** Launch an email campaign to convert your existing email subscribers, through your ads: instagram/tiktok stories swipe, mobile app in-line notifications, checkout page, offline
- **2-in-1 subscriptions:** optimisation by using the same sign-up unit (different screens) to collect both emails and mobile

Make sure to meet industry regulations

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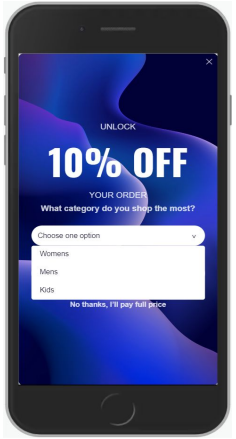
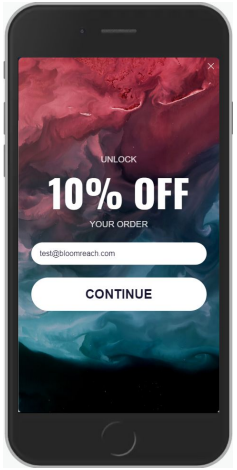
BR Sign-up Units

Navigate to CAMPAIGNS -> Weblayers -> Create new

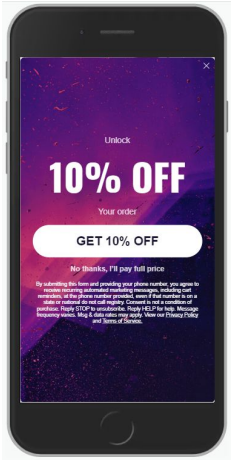
Bloomreach SMS Sign-up units help you accelerate the growth of your SMS subscriber list. We offer you fully customizable weblayers that allow you to capture phone numbers across devices on desktop or mobile. On top of that Bloomreach provides the compliance language included within each sign-up unit. double-opt-in process included

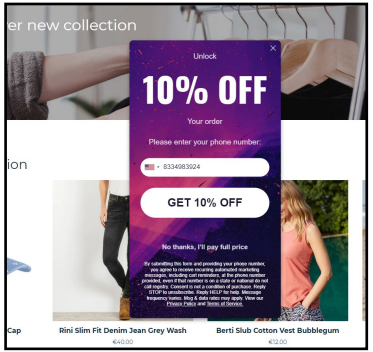


SMS Zero-party Data Sign-up Unit

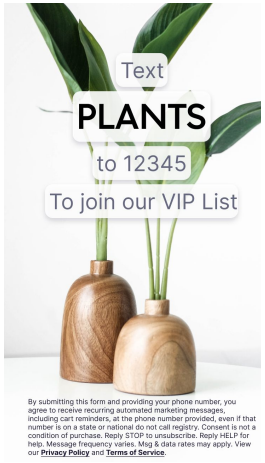


Multi-Step Sign-up Unit (Email & SMS)





SMS Sign-up Unit - Desktop & Mobile



Text-to-Join Keywords

Text-to-Join Keywords

OVERVIEW

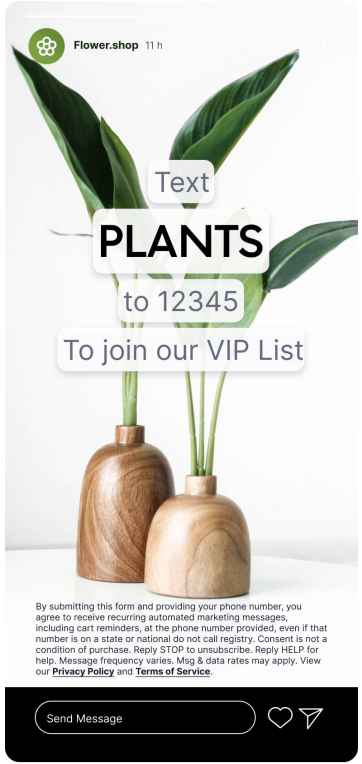
Custom text-to-join keywords can be shared across all marketing channels (both online and offline) to help supercharge subscriber growth. This functionality allows subscribers to text a keyword to a brand's phone number to opt-in to SMS communications, from anywhere.

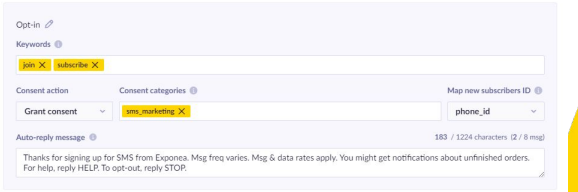
USE CASES

Convert social followers into SMS subscribers
Share keywords on social networks (e.g. Instagram stories) and convert loyal followers into subscribers.

Convert email subscribers into SMS subscribers.
Include keyword placements within email campaigns to incentivize cross-channel sign-ups.

Collect consent at offline events
Feature keyword signage in stores or at events to convert local shoppers or attendees into SMS subscribers.



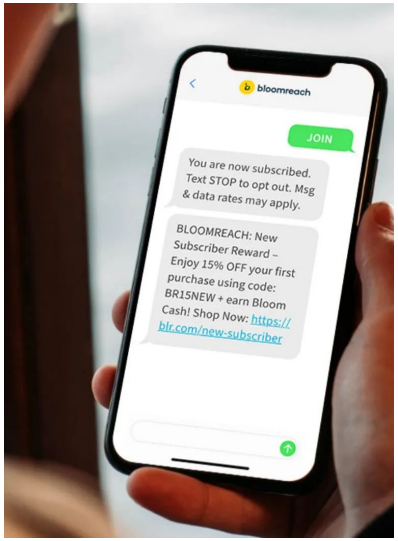


Required consent language must be present whenever a keyword opt-in is used, otherwise TCPA violations may occur and the consent would be considered invalid.

Understand your business strategy

Set your goals

- Acquiring new customers?
- Increasing revenue?
- Customer Retention?
- Customer Loyalty?
- Winning back Lapsing Customers?



Consider what you're measuring

- New subscriptions over time
- Conversion Rate
- Revenue
- Click/Open rate
- Performance of triggered messages vs. automated

SEGMENTING YOUR LIST

Right people, right message, right time

What to consider?

Engagement behavior:

If they've been actively engaging it's automatically easier to convert

-> Sending exclusive content or new product offerings

Purchase behavior:

- What is their purchase history?

Recent purchasers? -> upsells

Haven't purchased in a while? -> personal recommendations and discounts

Browsing behavior:

- Have they been browsing frequently? -> Target them products that they've been looking at

- Haven't visited site in a while? -> winback campaigns

VIP/ Loyalty customers:

- Make them feel special!
- Offer them limited series of products
- Special discounts
- Early access
- Ask for feedback and referrals

Location

- Location-specific content
- Be mindful of the time you send the messages
- Silent hours
- Local events

RFM segmentation usage

You can use our RFM segmentation to target better which segments are worth spending your SMS budget on.

*An RFM (Recency, Frequency, and Monetary) analysis classifies your customers into **11 different categories** based on how recently they've purchased, how frequently they've purchased, and how much they've spent.*

Adopt an Omnichannel Strategy

Go ***omnichannel*** instead of multichannel: Use the SMS to **compliment** your **strategy**

★ Consider the **unique strengths** of email and SMS when determining your marketing strategy

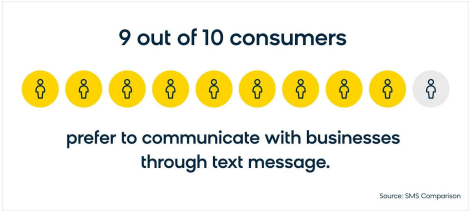
➔ SMS: Time sensitive, 2-way comm
➔ Email: Long-term, visual content

Examples: Alert customers in flash sales, immediacy on product launch, order updates -> **urgency**

- **Welcome email**, include a sentence about how new subscribers can opt-in to your text messages.
- **Browse/cart abandonment**, Balance email and SMS abandoned communications with custom trigger timing for each channel
- **Restock alerts**, use email and SMS together to create a sense of urgency and encourage ***faster*** purchases: check first if they converted by email within x amount of time, if not, send SMS
- **Winback Campaigns:** depending on their engagement target customers with high value by SMS

Take into consideration the entire journey and make sure that they're aligned with each other: what works best for your brand and audience

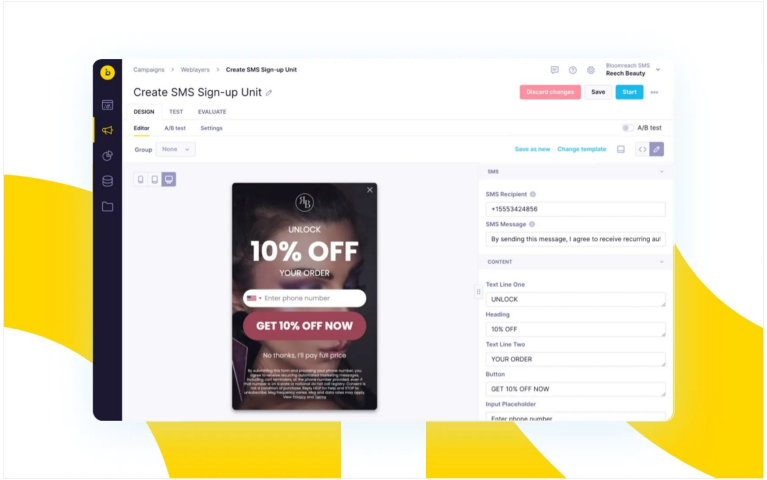
Get Personal!



- ***Personalised subject lines:*** foster an emotional connection
- **Product recommendations via SMS!:** following each customer's behavior
- Consider ***their preferred categories***: Keyword responses!
- ***Use Short links:*** trustworthy and more likely to be opened
- ***Encourage replies***: carriers will recognize that you content is expected / welcomed
- ***Put yourself in customer's shoes:*** write messages in a way that would be compelling to you: warm up your leads
- ***Be conversational***: no one likes Robots talking to them: give information before being salesy
- ***Don't overwhelm*** with too many salesy content in a row
- ***Balance*** between sales campaigns, SMS exclusives and product launches

Some Housekeeping

- **Be cautious of time zones**
- Use **Silent Hours**
- Use **Link Shorteners** to reduce message length
- Keep **full control over the** campaign **frequency**
- **Understand carrier rules:** stay in their guidelines, character count, avoid aggressive language, too much caps
- Study the **structure** of the message: avoid division of texts
- **Optimise SMS Costs** through list hygiene removing invalid phone numbers



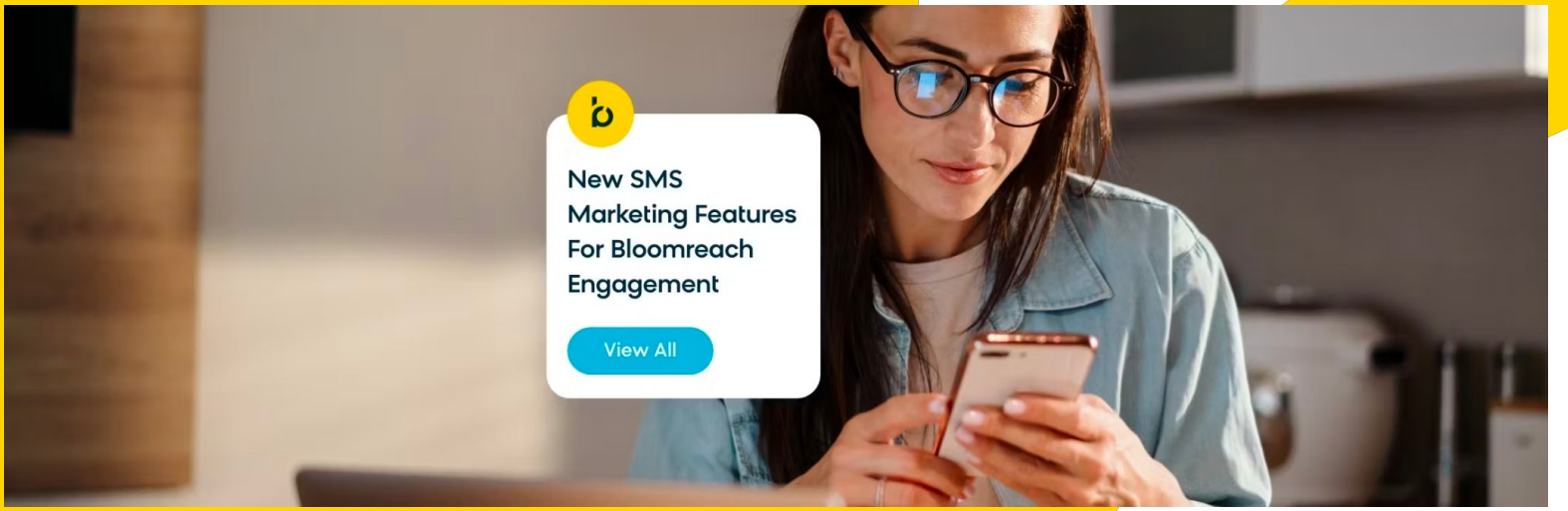
Use case suggestions

Marketing Messaging

- Welcome new subscribers and offer a discount on their first purchase
- Send price drop alerts for products that went on sale
- Send back-in-stock alerts that drive urgency before a product sells out again
- Capture abandoned carts and offer a discount on their order
- Send personalized product recommendations
- Communicate flash sales and seasonal discounts
- Refill/Replenishment
- Seasonal campaigns (e.g. Black Friday, Christmas, Spring, Summer, Flash Sales, etc.)
- Upsell complimentary products (e.g. accessories or recommended add-on products)
- New product launches/ lines (e.g. Festival clothing)

Survey/Feedback

- Enter competitions to win
- Complete survey and get X% off your next purchase



New Releases!

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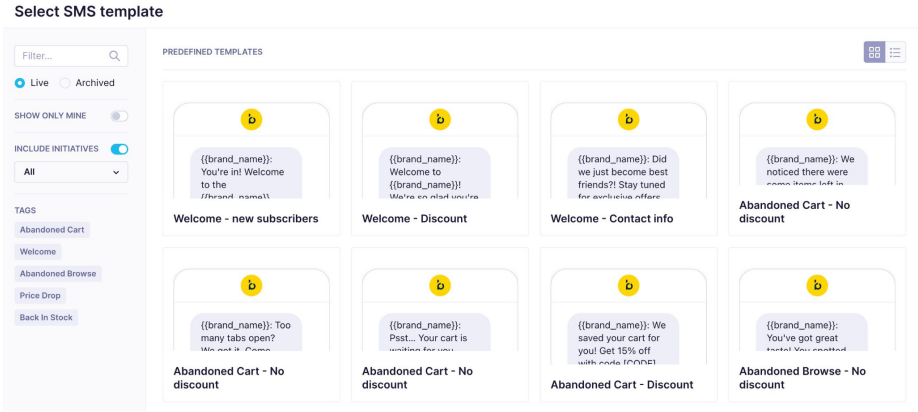
SMS Template Library

OVERVIEW

Drive revenue quickly with our library of pre-built templates based on high-converting campaigns. Welcome new subscribers, capture abandoned carts, offer discounts, communicate price drops, and send back-in-stock alerts with just a few clicks. Have a campaign that outperforms all the rest? Save it as a template for future use.



KEY BENEFITS

Content inspiration

Not sure what to send? Start with our templates based on best practice use cases and tailor them to your brand voice and tone.

Drive revenue quickly

Add these high-converting campaigns into your messaging strategy and start driving revenue for quick ROI.

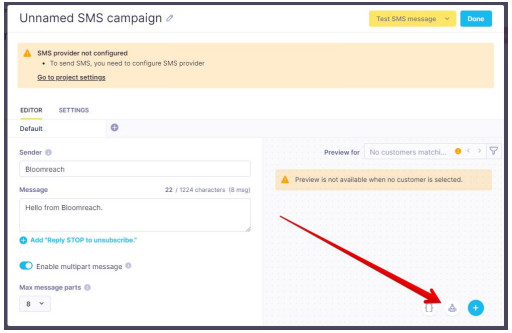
Save time

Templates let you create messages quickly so you can spend time on other things.

AI Content Generator

OVERVIEW

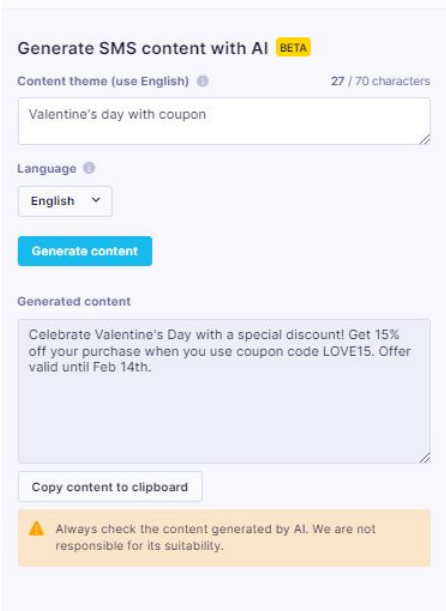
Content generator via OpenAI is now available! It is a great marketing tool that helps you to generate copywriting content for your campaigns in faster and more efficient way. Find out more about the new feature in its article!



KEY BENEFITS

Excellent marketing copywriting

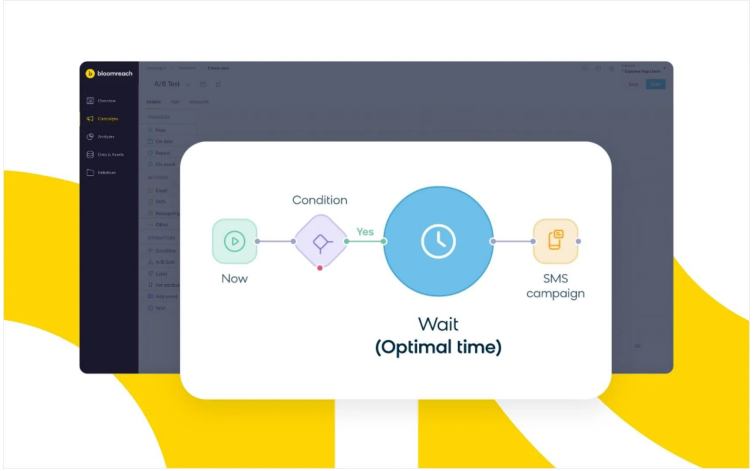
The AI Content Generator can be used to quickly generate SMS content ideas or fine tune messaging. Include character count limits in your prompt to keep messages short and to the point.



AI-Powered Optimal Send Time for SMS

OVERVIEW

Use AI to determine the best time to send your SMS campaigns. The Optimal Send Time prediction model is based on historical click data at the individual level. Personalize send times for every recipient and store that data on their customer profile. This feature is available via the wait node in Scenarios as well as for scheduling SMS Campaigns.



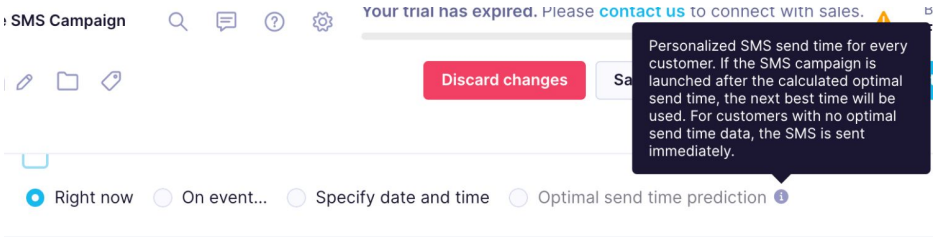
KEY BENEFITS

Take the guesswork out of when to send

Don't waste time running manual send time tests that lack statistical significance. Our model is trained on historical click data at the recipient level, so you can personalize down to the moment of delivery.

Increase engagement with timely messages

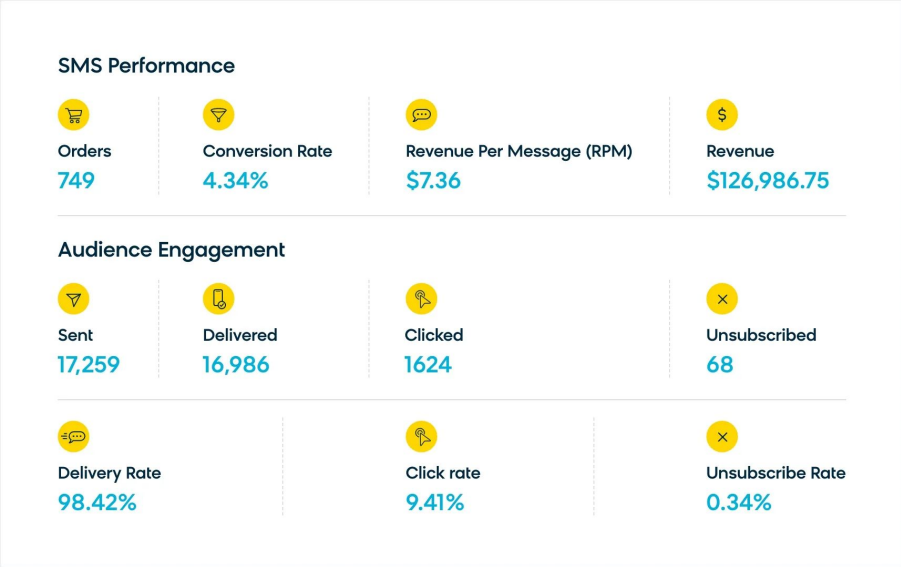
Send messages when subscribers are most likely to click to increase engagement and ROI.



SMS Campaign Evaluation Dashboard

OVERVIEW

Review SMS campaign performance at a glance. Get a quick snapshot of revenue and conversion data, along with audience engagement and deliverability statistics for individual campaigns. This view can be found under the ‘Evaluate’ tab in SMS Campaigns.



KEY BENEFITS

Performance at a glance
Quickly review orders and revenue attributed to SMS campaigns without the need for a custom dashboard.

Measure message effectiveness
Assess engagement metrics to determine how effective your messaging strategy is.

Monitor deliverability
Keep a pulse on deliverability to ensure messages are being delivered or troubleshoot any declines in performance

Contact Card Creator

OVERVIEW

Become a known sender and mitigate potential filtering by sending a Contact Card to your subscribers. You can create contact cards (also known as vCards or .vcf files) directly within Bloomreach instead of having to manually create and import the file. Easily add it to any MMS message and make future messages instantly recognizable.

KEY BENEFITS

Become a known sender

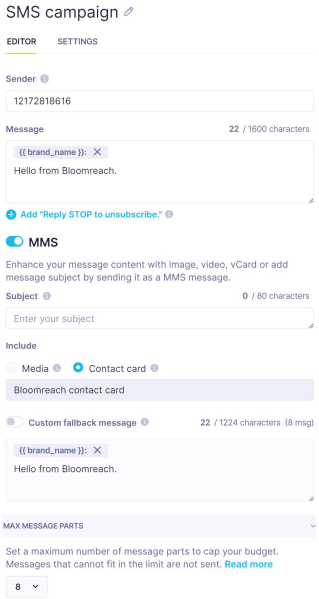
iOS 16 introduced the ability to flag messages as junk. By sending a contact card and encouraging subscribers to save it, you can become a known sender and ensure your messages are received and seen.

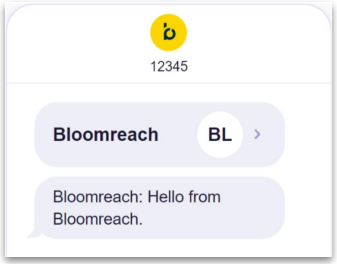
Reinforce your brand

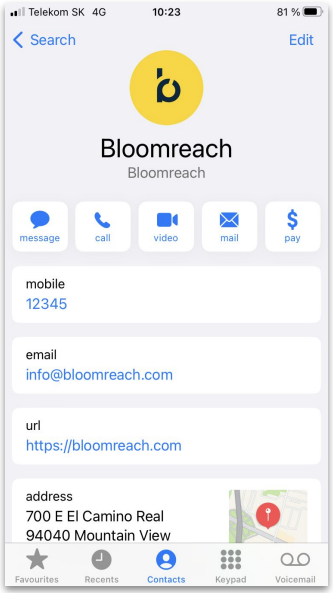
Make messages more recognizable and increase brand awareness each time you send a message.

Give subscribers more ways to reach you

Contact cards let you share more than just your phone number. You can add your email address for customer support, in addition to your website or local store address so subscribers always know how to find you.







Contact cards can only be sent via MMS.

SMS SERVICES

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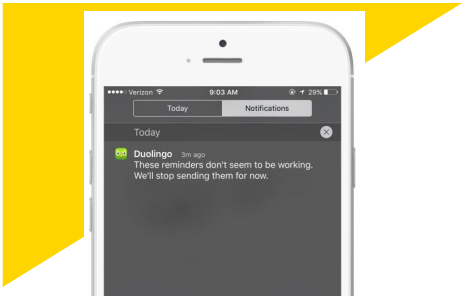
SMS/MMS SERVICE PACKAGE

Drive conversion in real-time

Prerequisite: SMS/MMS integration completed



Time to implement: 1-3 weeks

Time to results: 1-2 weeks

KEY BENEFITS

Boosting Engagement
Increase engagement with your customers through SMS/MMS notification messages

Personalization
Set up SMS/MMS notifications with relevant and personalized information. Customize your messages based on the users behavior.

A/B Testing
Create and work with multiple A/B test variants at the same time, including control groups. Evaluate performance of all your campaigns in once place with the custom evaluation dashboard.

Basic Package - 20 Work Hours

- Current SMS/MMS usage review (1-2 hours)
- Review SMS/MMS sign up methods and incentives
- Defining SMS strategies that align with company goals in a kick off session
- Optimizing and evaluating current automated journeys
- Help with deployment of 2 basic use cases from the list
- UC evaluation dashboard
- Walkthrough session with consultant

Advanced Package - 30 Work Hours

- Current SMS/MMS usage review (1-2 hours)
- Review SMS/MMS sign up methods and incentives
- Defining SMS strategies that align with company goals in a kick off session
- Optimizing and evaluating current automated journeys
- Help with deployment of 4 use cases from the list
  - 2 Advanced
  - 2 basic
- UC evaluation dashboard
- Walkthrough session with consultant

Please contact your AM for more info

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SMS/MMS Growth Package Details

Current state evaluation

- **Integration and Events Audit**
- **Optimization of current journeys***
- **Applying new UCs aligned with goals**
- **Key KPIs definition**
- **Identification of most relevant UC for biggest KPI impact**
- **Performance review and evaluation**

Assets for further growth

Integrations

- **SMS integration audit**

Use Cases

Basic:

- SMS signup Banner
- First time customer offer
- Account creation Notification
- Order updates
- Transactional comm.
- Password Changes
- Low engagement SMS
- Daily/weekly message
- Birthday Discount
- Purchase Anniversary
- Holiday promotions
- Sales and Offers

Advanced:

- Personalized Recommendations
- Category Affinity
- Abandoned Cart/Browse/Checkout
- Price Drop Updates

Knowledge

- **Best practices**
- **Enablement sessions**
- **Quick How-to guides**
- **(Academy courses)**

Reports

- **Evaluation of SMS scenarios**
- **Definition and creation of KPI in reports relevant to goals**

Resources

Resources

- TCPA List Validation
- AI Content Generator
- AI-Powered Optimal Send Time
- SMS Sign-up Units including two-tap on mobile
- SMS Text-to-Join Keywords
- SMS Campaigns and new visual builder
- SMS Campaign Evaluation Dashboard
- SMS Node in Scenarios *(no longer separate SMS/MMS nodes)*
- SMS Template Library
- SMS Contact Card Creator
- SMS Channel Dashboard *(pending release)*
- SMS Plug & Play Use Cases *(coming soon)*

Academy and Consulting

- Mini Masterclass - Our newest series of feature-focused videos for Engagement users. These quick and easily understood videos are recommended to anyone that is eager to improve their skills and expertise - **on-demand and free**!

- Bespoke consulting package - Strategic consulting for SMS - please reach out to your CSM
  - Review SMS/MMS sign up methods and incentives
  - Current SMS/MMS usage review
  - Defining SMS strategies that align with company goals in a kick off session
  - Optimizing and evaluating current automated journeys
  - Help with deployment of 2 basic use cases

https://academy.bloomreach.com/page/mini-masterclass

Q&A and final notes

- Go to slido.com and enter **#bestpractices2023**
- OR click on the link in the chat
- OR scan the QR code

- **Ask any questions!**

- **Please give us feedback in the poll**

- **Next session in May - Quick Wins with Recommendations**

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Engagement

Make your customer journey great!

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