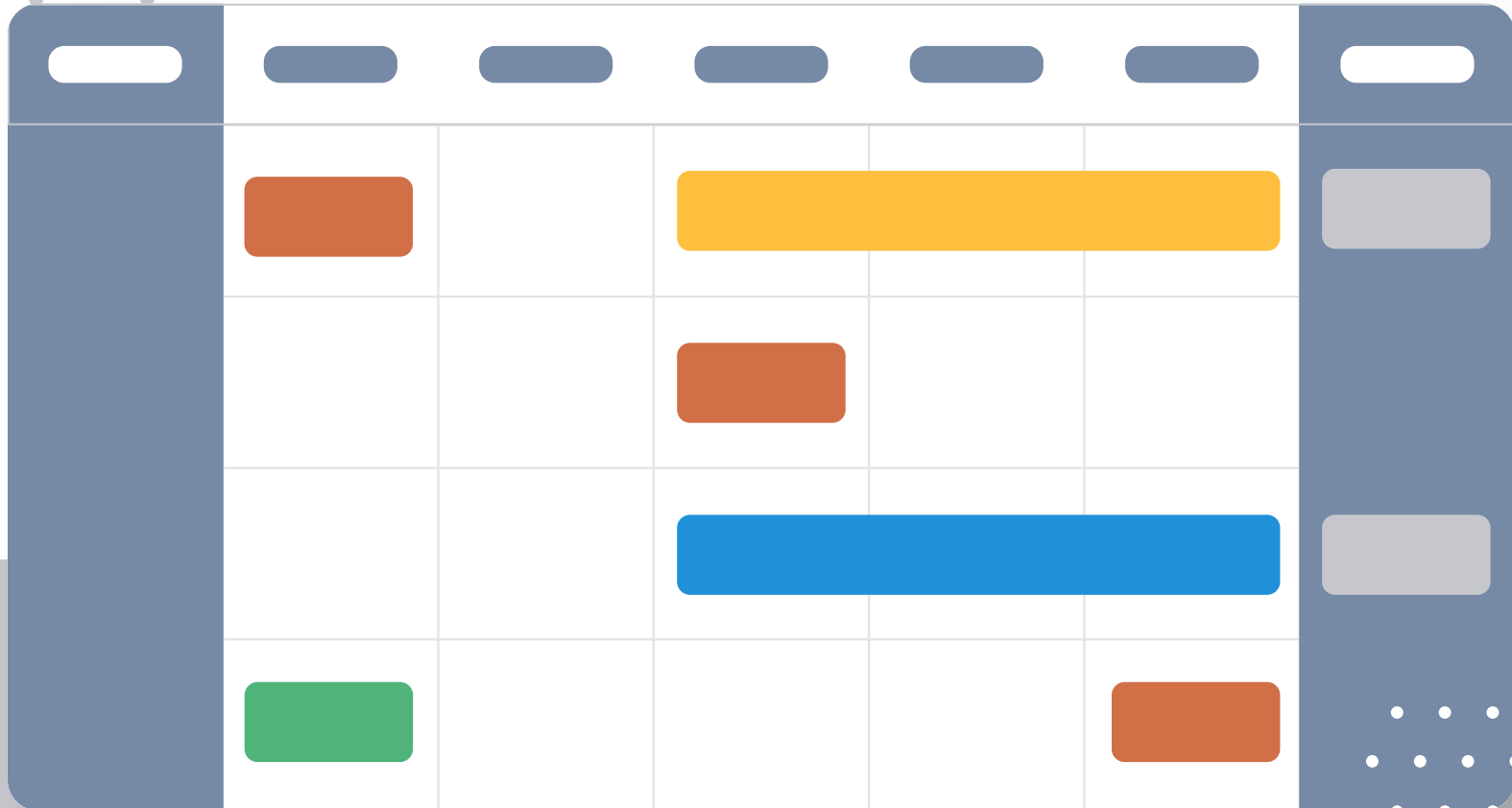


Best Practices

SMS Campaign Scheduler

4 high-performing SMS campaigns to use in your monthly eCommerce marketing strategies.



Best Practices

SMS Campaign Scheduler

eCommerce brands are unique to every vertical of industry. Each industry has its own strategies for connecting with their customers. **There is no set schedule that will work perfectly for every brand.** That being said, **here are 4 high-performing SMS campaigns** with the most effective results, with recommended best practices and frequency.



Product Drop

A series of texts leading up to a new product launch on a specific date.



Giveaway

A popular strategy to grow your subscriber list, increase engagement, and increase your revenue. Typically a month long, with a series of update texts along the way.



Early Access

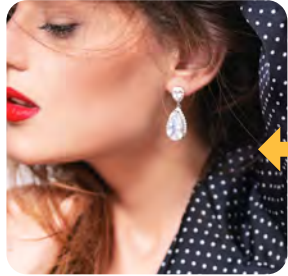
A series of texts leading up to a specific promotion. Consists of exclusive "VIP" offers to segmented audiences.



Informational

Updates, events, info about products, or simply delight and inspire. Can be used as frequently as you would like, but typical use is once a month.

Product Drop



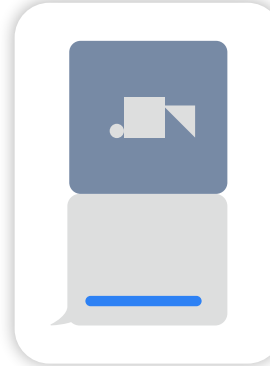
Generate excitement with a series of **2-3 messages** leading up to a product drop. Announce when the product drop is happening for awareness.

Include an **image, drop date,** and a **URL link.**

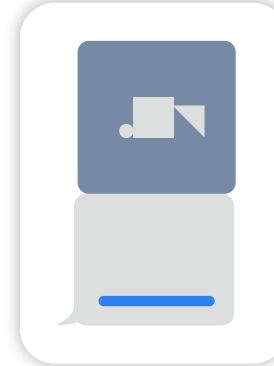
New Teardrop collection IS HERE!
These are going to go fast.

Buy NOW before it sells out:
<https://store.vias.ms/SUqV>

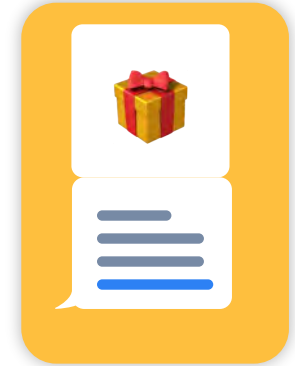
3 Days before



1 Day before



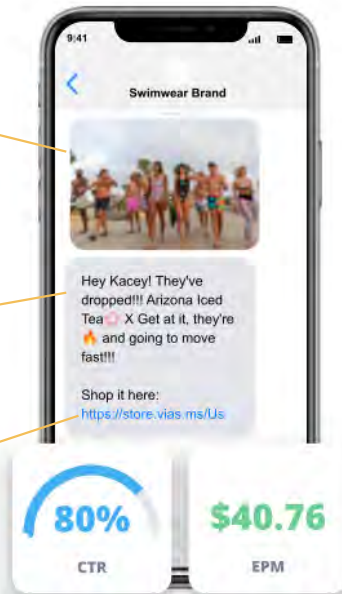
Day of event



Desirability
Attractive product picture.

Urgency
They've dropped and moving fast.

Clear CTA
Link & promo code



Desirability
Attractive product picture.

Urgency
just in time creates a sense of urgency, to increase conversion rates.

Desirability
Included a 10% discount code off the next order to increase desire.

Clear CTA
Link & promo code

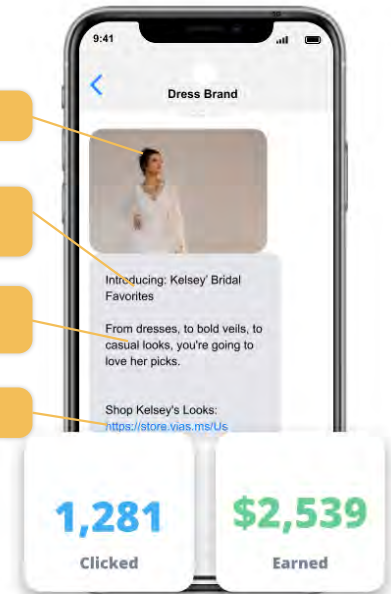


Desirability
Attractive product picture.

Clarity
Clearly states the name of the brand who is texting them.

Desirability
Give a sneak peak into what's to come. Creates interest.

Clear CTA
Link & promo code



Giveaway

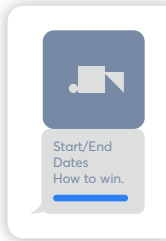


LAST DAY!
You only have a couple hours left to get entered into the Giveaway!

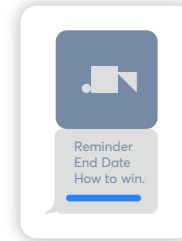
With 15X Entries your odds couldn't be better.
<https://store.vias.ms/QKLZU>

Frequency varies, but typically a 1 month giveaway can contain **3-8** messages. Announce the **giveaway item**, include the **start and end date**, and **how to enter**. (example: every \$5 = 1 entry). Send 1-2 follow up texts reminding people to enter to win. Escalate messages up to the day before day. Final text announces the winner. Include a **URL link** to your store in every message.

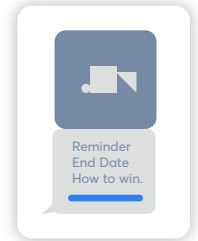
Start Giveaway



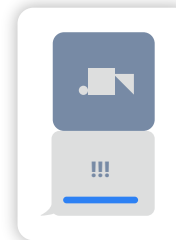
Reminder



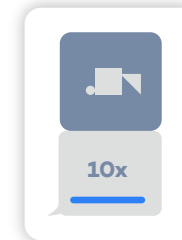
Mid-Giveaway Check-in



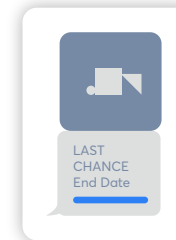
Final Stretch



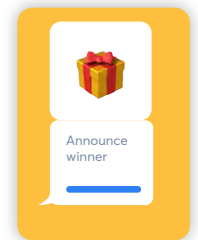
Increase Entries



Day before



End Giveaway



Show the Giveaway item

Get people excited to participate.

Start / End Dates

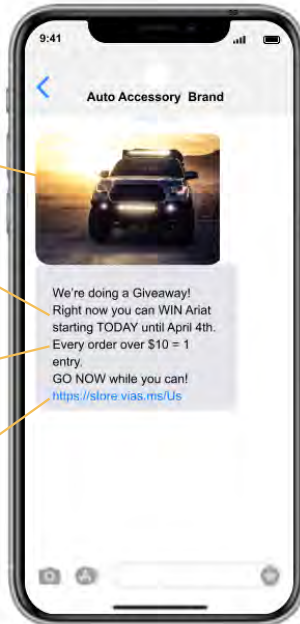
Clear timeframe to act within.

How to win language

Explain how they can win the giveaway in simple language.

Clear CTA

Link & promo code



Desirability

Continue to show the product.

Urgency

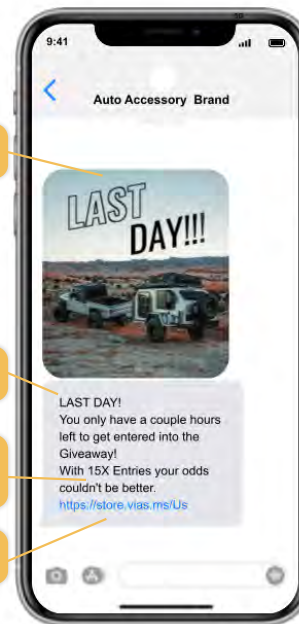
Send a text the day before.

Increase Incentive

Offer multipliers to their entries to promote more purchases.

Clear CTA

Link & promo code



Authority

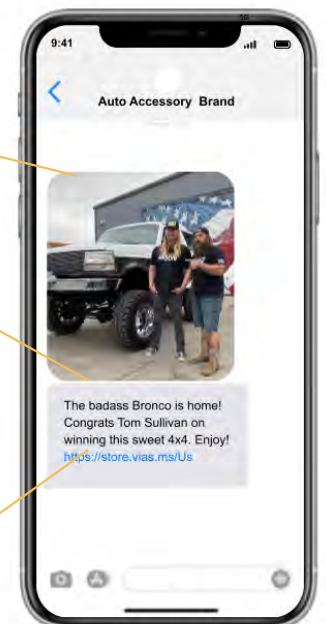
Show social proof of the giveaway winner. Builds trust and loyalty.

Announce end of giveaway

Clear end date for end of giveaway.

Include URL

Customers still enter your store after the giveaway is complete!



Early Access



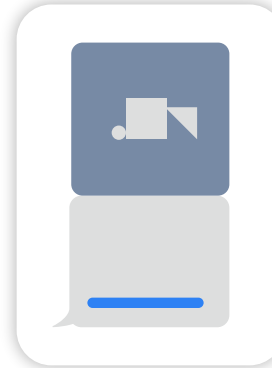
For promotions, upcoming events, and holidays, do **2-3 text** messages before the event. Increase in frequency. Consider offering a VIP discount for early access members, decreasing until the day before.

STORE EARLY ACCESS IS HERE!
You get first pick on our VIP club
Buy NOW before it sells out:

<https://store.vias.ms/spo2y>

Include an **image**, **exclusive** language, and a **URL link**.

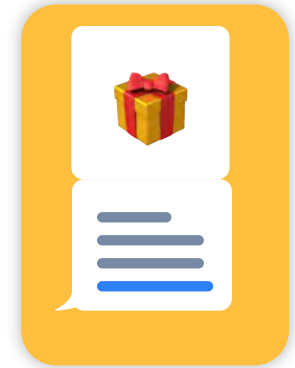
3 Days before



1 Day before



Day of event

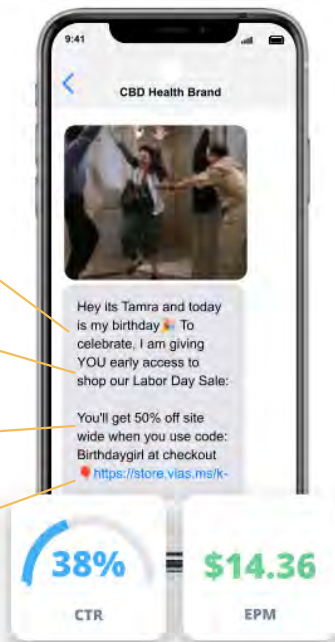


Urgency
Early access / TODAY

Exclusivity
I am giving "YOU" Personal language makes them feel special

Desirability
BIG discount of 50%

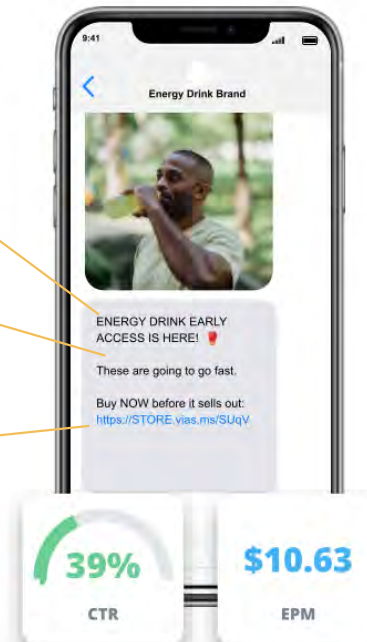
Clear CTA
50% off use code at checkout w/ link



Urgency
Early access / TODAY

Urgency
"Going to go fast." and "...before it sells out." language creates urgency.

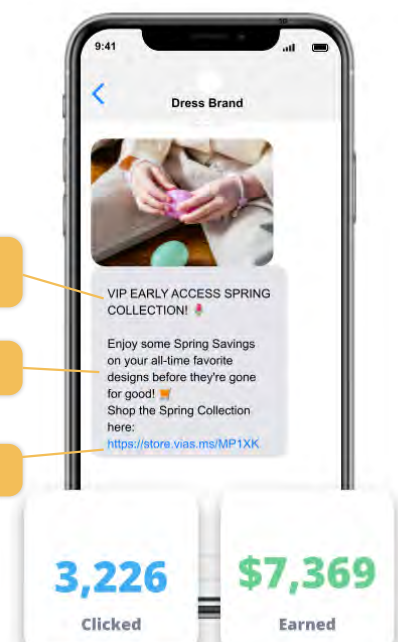
Clear CTA
Include URL to enter store.



Exclusivity
VIP Early Access creates exclusivity.

Urgency
"...before they're gone" language.

Clear CTA
Include the URL to enter the store.



Informational

Do you know what sets our perfumes apart from others? Our perfumes are made from sugar cane alcohol instead of commonly used SD alcohol 40, which has an EWG rating of 4 and has dehydrating effects on the skin. All of our perfumes contain clean ingredients with an EWG rating of 1 or 2.

Shop Our Clean Perfumes HERE: <https://store.vias.ms/NoNT7>

Not all messages have to sell something. You may find sending educational or informational messages improves customer loyalty and relationships. By providing free value and ending with a link, you stay top of mind and give them an opportunity to buy. Recommended **1x per month**.

Always include your **URL link**.

Single text



Positivity
Include uplifting images/GIFs.

Increase Loyalty
Show you care with personalized messages to your customers.

Clear CTA
Always include the URL for action.

Establish a cadence
Consider a "Motivational Monday" schedule for info texts.

Increase Loyalty
Take care of your customers, literally.

Celebrate together
Celebrate with your customers.

Exclusivity
Personalized message for the exclusive VIP text family.

Increase Loyalty
Check in with your customers.

Clear CTA
Include your URL for action.