



Get Permission

One of the most important rules for using SMS as a business is that you must first gain permission from clients to contact them. Failing to do so can damage your brand and result in hefty legal fees.



Choose the Right Number

Select a phone number that is local to the business contacts you want to communicate with via text message; however, while this will certainly help with introducing yourself to new prospects, it may not be as significant to your existing clients once they save the number in their phone.



Engage in 2-way Conversations

85% of consumers not only want to be able to receive information but also reply to businesses or engage in a conversation. You must anticipate and effectively handle responses to your messages.



Keep Messages Simple

Text messages by their very nature are informal. Most can be quickly read from a phone's lock screen (or from a watch) and immediately understood. There is no need for subject lines, intros, or signatures. Keep your messages short and to the point for maximum impact with minimum words. Your goal is for your clients to give your message the same attention they would give one from a friend.



Personalize your Messages

Keep in mind that clients are more responsive to materials that are addressed directly to them. A little personalization goes a long way, such as using the recipient's first name or adding a conversational touch that reflects your clients' interests. You can also target your clients with more relevant messages based on their preferences. By segmenting your audience, you can be more intentional with your outreach rather than sending the same message to everyone.



Pay Attention to Timing

Respect time zones and sleep patterns as well as engagement habits. Since messages are geared to inspire immediate action, it is not effective to send messages after hours. Aim for times your contacts will not be busy, like before or after work, or even during lunch hours.

*Reference: Global SMS Best Practices

TO LEARN MORE ABOUT MYREPCHAT CONTACT YOUR HOME OFFICE OR MYREPCHAT TODAY!

(844) 402-CHAT | info@ionlake.com | www.ionlake.com/myrepchat