



# 15 Proven SMS and Email Marketing Strategies that Drive Sales for your Business



# Introduction

Are you wondering how email and SMS marketing can help your business grow? With millions of businesses in the United States and in the world, the competition can be tough.

One of the best and most **cost-effective ways to grow your business** is through email and SMS.

Why email? Because **more than 90% of adults use email** and its Return on Investment (ROI) is much lower than direct mail.

Why SMS? You may miss an email, letter, or billboard advertisement, **but it's nearly impossible to ignore your text messages**.

Combining email and SMS to your marketing strategy can deliver quick and long-lasting results for your business.

This guide will provide **15 effective email and SMS strategies** to help your business grow.



# 01 Offer a coupon for joining your SMS/Email list

When it comes to SMS and email marketing, there are two important things you must accomplish.



1. Grow your list



2. Engage your list

If you're just starting your marketing campaign, make sure to offer an enticing incentive for customers to join your list. And call it something special, like a Rewards Program, Fanatics Club, VIP program, etc.

The best way to get customers to join your list is by offering a coupon by subscribing to your SMS or Email list.

## Examples of Promotions:

- Text "Jack" for EXCLUSIVE OFFERS on your next purchase
- Subscribe to our email and SMS program and get 20% OFF their next order (Online webform)
- Text "JOEY" to Get \$10 off any order of \$40 or more
- Text "PEPE" to 43344 for a FREEBIE on your next order

Offering an irresistible discount will drive a lot of customers to your list and will help you kick-start your SMS and Email marketing program.



## 02 Share a promotion

One-time discounts to join your email and SMS program are great, but it won't last long if you stop there.

Keep engaging your customers by regularly offering promotions to boost sales. One way to engage your subscribers is by announcing the launch of a new delivery app by offering a promotion or discount.

With the recent COVID-19 crisis, businesses are joining delivery services to ensure consumers can still get their orders. Use SMS or email to share updates on available services with your subscribers while offering a discount on their first order. It can be as small as FREE DELIVERY (Yes, it costs money but it'll be a small price to pay for a repeat customer)



**OUR ONLINE STORE IS NOW LIVE!**



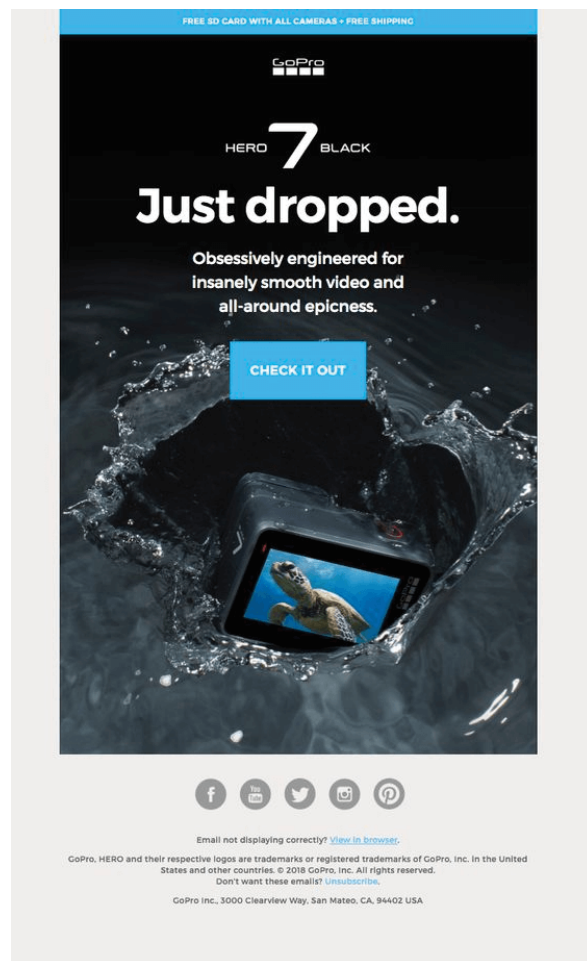
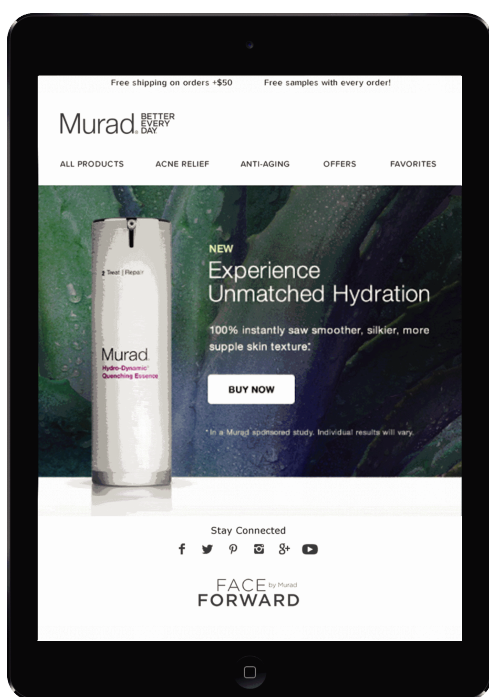
**FREE SAME DAY  
DELIVERY FOR  
\$50+ ORDERS  
PLACED BY 2PM**

## 03 Share a new product

Got something new on your list of products/services? Whether it's a new breakfast meal or a cleaning service, let your customers know about it so you can drive more foot traffic to your store. These are some of the tips we recommend when informing your customers through email:

1. Design an eye-catching email to highlight your new product/service.
2. If possible, include social sharing buttons in your email so whenever they want to share the photo through social media. It just takes one click!

In sending an SMS, take note of the character limit and ensure that the message you want to convey is clear. For example, you may say "ALERT! Nothing is tastier than our newest Paleo Breakfast Burritos for ONLY \$5. Be the first to grab it here: insert website".



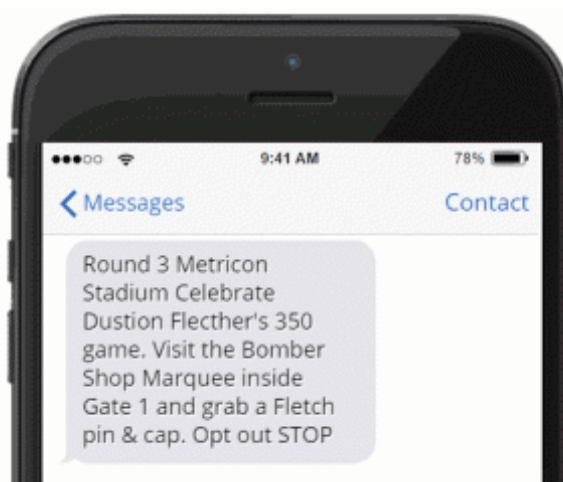
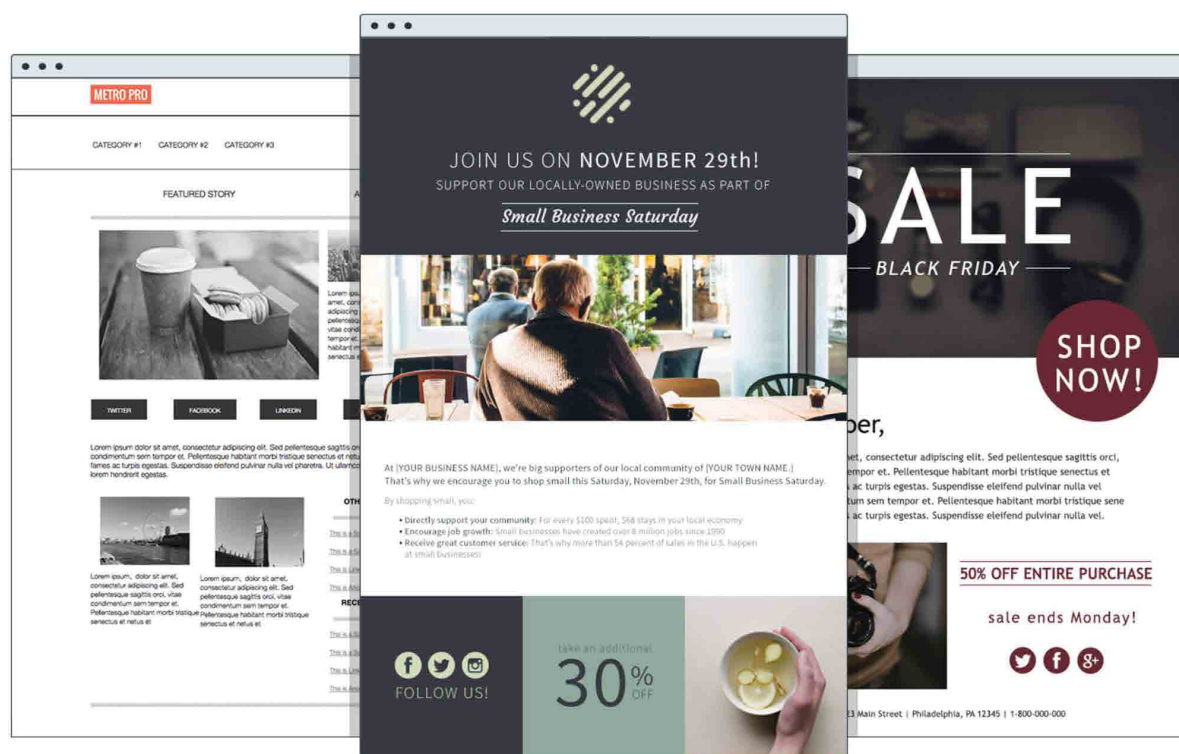
If you have a website or social media pages for your business, we recommend including links to your pages when possible for both your SMS and email marketing campaigns. This way, you get to inform your customers about the new product and drive traffic back to your website or social media accounts at the same time.

## 04 Share tips to keep your customers engaged

Sharing easy recipes (if you own a restaurant) or tips to your audience can be a great way of attracting customers. Calm down. We aren't recommending you share "top-secret" information - just a few helpful tips that your subscribers appreciate or learn from.

This can be an email or SMS series that you can do weekly, bi-monthly, or monthly. All you need is to create a simple email with tips your audience will enjoy.

Wondering how you can promote it via SMS? You can always create a brief message with a link to your website or social media pages where the tips are posted.



## 05 Offer specials for gift cards

Gift cards, especially electronic ones, are probably one of the most convenient and practical gifts anyone could give. People would love to treat other people, right? Who doesn't like freebies?

This is a win-win situation. **Every time you sell a gift card, you are guaranteed sales and you earn the opportunity to delight a new loyal customer.** Plus, the sale of a gift card can earn you more money than a regular customer transaction.

According to the **National Retail Federation Gift Card Spending Survey**, over 55% of people would prefer a gift card as a holiday gift and 3% of the gift cards are likely to go unused.

So, a great tip would be to launch this campaign during the holidays. For instance, Valentine's day or Christmas season are big hits but you should consider running promotions all year long.



## 06 Special promotions for sports events

Does your city or town have a big sports following? Who doesn't? Run game day promotions on a favorite local team or sport. When it comes to sports, people love to gather and order out. Make them choose your business with a special offer.

1. Free delivery on Football Sundays
2. Free JERSEY on any order when your local team wins
3. Game Day party specials offering a combination of food and drink items
4. Special offer on beer during game day

The promotional opportunities are endless! Text and email your loyal customers to promote your offer and remind them to stop in and cheer their favorite team!



## 07 Promote specials for **kids and seniors**

Thinking of promo specials intended for young children and elders will surely be beneficial for your business. Why? Every family loves to go out and spend time with each other.

For example, you can offer kids to eat for FREE on their birth month so long as they are accompanied by 3 paying adults. If you are not in the food business, you can certainly still come up with something creative – maybe you can offer a free stuffed toy for kids whenever they subscribe to your services. You may also collaborate with a charity foundation by offering to donate a percentage of the proceeds from every sale during a specific period to a local cause or community organization.



## 08 Offer specials for pick-up orders

If it's possible for you to take in orders in advance for pick-up, then do it! Nothing beats a business that provides convenient services to its customers.

To make this campaign more interesting, try to offer discounts for those who will subscribe to this in-store pick-up service. Don't forget to spread the word via email or SMS!

You'll save money on delivery costs and you can pass those savings over to your customers.



## 09 Share your business' safety measures

Ensuring customers that you are conducting safety and precautionary measures at this time can be beneficial to the overall reputation of your business.

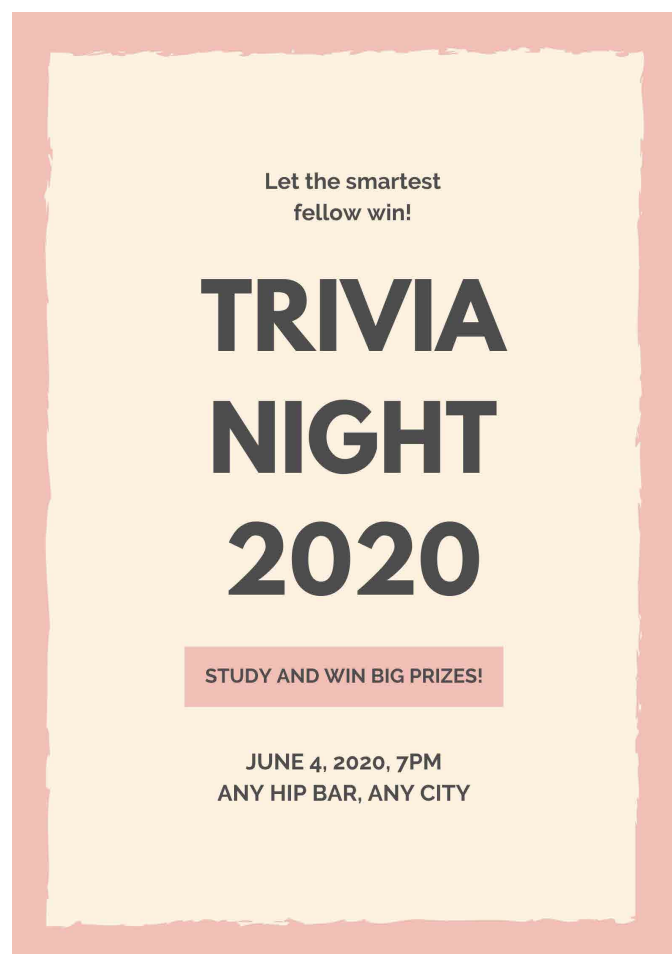
This type of campaign can have an emotional and psychological impact on your audience. Making sure that your customers are safe when visiting your store can go a long way. During times like this with COVID-19, it's important to show your customers the measures that you are taking to keep your stores clean and how you are taking safety measures seriously.



# 10 Employee Communication

Keeping your staff updated can boost morale and increase productivity. With no download or employee training required, Email and SMS are both cost-effective ways to reach your staff efficiently utilizing technology already in place. An informed and engaged employee is good for business. Email and SMS can be used to communicate with employees about:

- Company policy updates
- Work schedule updates
- Available/New job openings
- Referral programs
- Company trivia/contests
- Performance goals
- Acknowledge employee performance



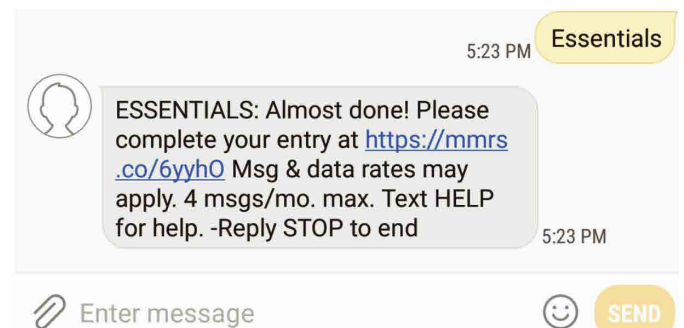
# 11 Sweepstakes and giveaways

Promotional giveaways are one of the oldest yet effective marketing tricks. However, planning and proper execution of this campaign can be a bit tricky for business owners. So how can you guarantee the success of this type of campaign?

Here's our checklist:

1. Free delivery on Football Sundays
2. Free JERSEY on any order when your local team wins
3. Game Day party specials offering a combination of food and drink items
4. Special offer on beer during game day

While strategic planning plays an integral role in the success of these giveaway campaigns, design and production must also be considered. Check out a few examples of successful giveaways done through email and SMS below.



Text Message Response



# 12 Share special events

Got an upcoming event in your company? Something interesting happened within your company? It might be worth sharing to your audience! People love reading stories and according to an old adage – If you can't tell a story, you can't sell anything.

Don't be afraid to share stories to your audience, here are a few examples you may explore:

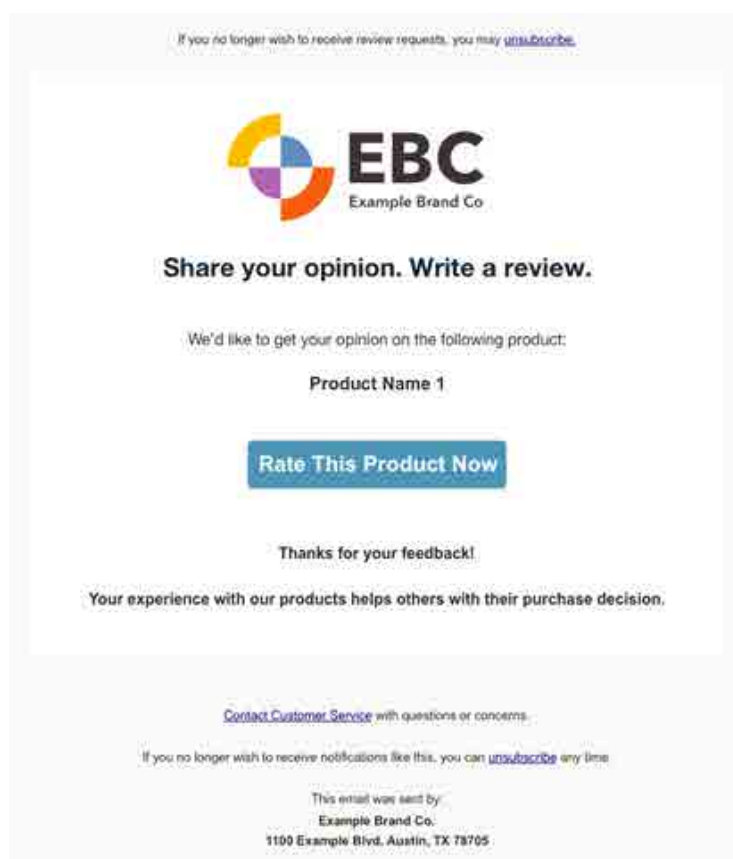
1. Charity events
2. Employee engagement activities
3. Valentine's Day specials
4. Collaboration with other companies
5. Share a touching story



# 13 Ask for reviews

Everything is mostly transitioning online nowadays and this is because businesses have adapted to changes in this fast-paced world. We have to understand that most people look for online reviews whenever they want to buy something. So how can this hurt or help your business?

Reviews help a lot with online reputation and making sure that your business is getting positive reviews can be a tedious task. One quick tip is to use the power of email and SMS marketing to generate reviews from your customers. For example, whenever a customer has subscribed to your mailing list or you found a way of acquiring emails, you can send them an automatic email asking for their feedback. If they opt to share their positive experience, you may reward them with a discount code applicable in their next visit. Using this tactic allows you to collect a positive review and encourage them to be a repeat customer.



# 14 Meet the chief/staff opportunities

The story or person behind your most popular product is an opportunity to build positive experiences with your customers. Meet and greet opportunities are great for introducing talented staff and building customer loyalty. With Email and SMS marketing, you will have many ways to promote these experiences and keep customers coming back. Here are a few examples:

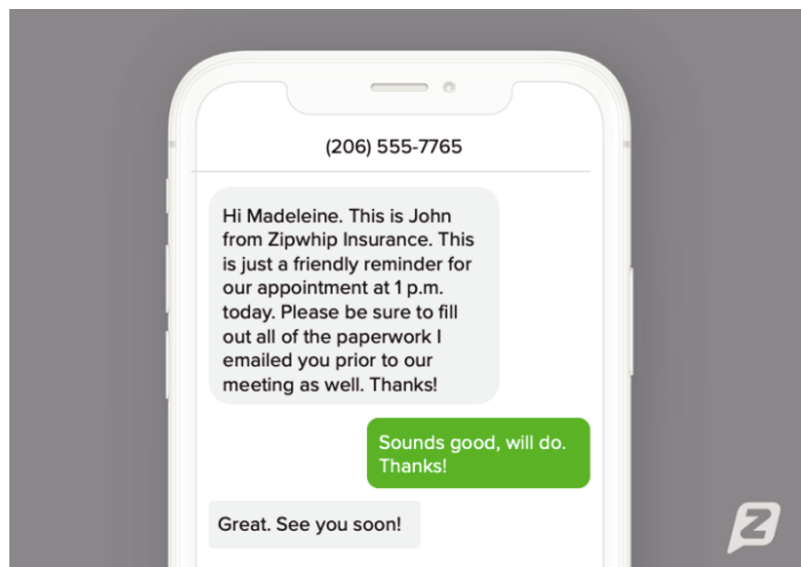
- Send a “Coming Soon” SMS for your company’s new service or product
- Create an email invitation for monthly product demonstrations
- Send a SMS invitation to register for a Meet the CEO in an online webinar.
- Create an email introducing your CEO and explain the inspiration behind their favorite product.



# 15 Reminding customers about reservations

People are forgetful, that is a sad fact. So go ahead and ask yourself what can you do to make life easier for your customers?

Reminding customers about their reservations may be a basic thing, but it can be really helpful. You can consider this as a way of indirectly promoting your brand. By the way, if you don't have a website online and only accept reservations made by phone, you can still collect phone numbers and email addresses to send reservation reminders.



## PAPIER

Dear Steph,

Thank you for shopping with Papier recently - we hope you were happy with your order.


We'd love to know how you found the experience of using Papier so would like to invite you to rate us on [Reviews.co.uk](https://www.reviews.co.uk) - it will only take two ticks and will be invaluable to us!


REVIEW PAPIER


Thank you so much,  
The Papier Team x



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