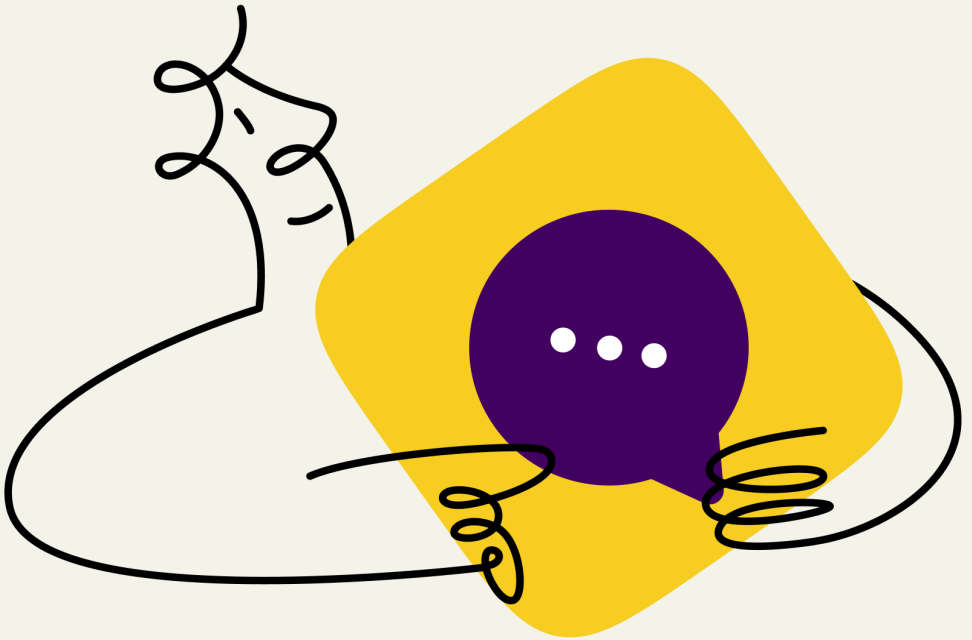


By ManyChat Team

Set up your best Chat Marketing campaign with an optimal SMS experience



ManyChat

SMS: A no-brainer when it comes to customer communication

Today, mobile devices are more personal than ever. People spend more time texting than doing anything else on their phones, and texting is arguably the lowest friction method of communication with no app to download, no new interface to learn, and the ability to read and return text communications at each person's convenience. And with email inboxes becoming more and more inundated with messages, SMS is fast becoming one of the newest, smartest mobile channels through which to market your business; and it's expected to continue growing beyond 2021.

What is SMS marketing?

SMS (or text) marketing is exactly what it sounds like: **A marketing campaign that utilizes text messages to deliver promotions to users; the process of using short message service (SMS) text to create relationships and serve value to customers.** Businesses can send text messages to prospective or existing customers to increase brand awareness, boost engagement, or encourage a call-to-action to increase sales. Text marketing campaigns can drive leads and interest in products and services by utilizing **messaging copy, imagery, and click-to-purchase options.** And when executed in a savvy, strategic, respectful, and contextually relevant way, SMS is a key factor in an omnichannel marketing strategy and can propel your business forward.

By the numbers

Your audience is waiting

- **1/3** of millennials check their phone every five minutes without getting a notification
- **15** is the number of texts the average person sends per day
- **26 billion** texts (on average) Americans alone send every day
- **6 billion** people will send and receive SMS text messages by 2025
- **98%** of SMS messages sent are opened
- **90%** of them are opened within 3 minutes
- **45%** of them are opened within 3 minutes
- **36%** click-through rate (CTR) for texts

They want to text with your business

- **75%** of consumers under the age of 44 want to be able to contact a business via text
- **48.7 million** people will opt-in to company communications via text in 2020



- **10X** the amount of consumers redeem SMS-delivered coupons than other types of coupons.
- **86%** of small business owners who use text messages to communicate with customers say it provides a higher rate of engagement
- **3/4** consumers say they feel frustrated when they can't reply back to a company's text message

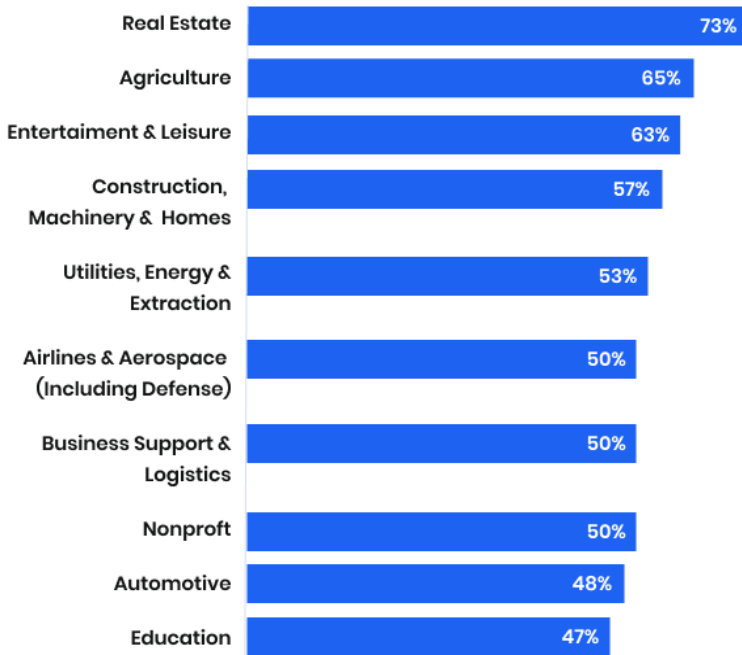
... and you have the opportunity to outdo your competition

- **54%** of consumers want to receive text messages from businesses ... but only
- **11%** of businesses send them
- **61%** of companies surveyed don't use text messaging to communicate with customers



Top 10 Industries That Reported Texting with Customers

(Percent of industry that texts with customers)



Why use SMS marketing?

Studies have shown that text messaging has extended well beyond consumer-to-consumer communication and is increasingly the preferred method consumers want to use to interact with businesses and brands, while the experience and personal feel of SMS marketing is what makes it attractive for businesses. Eighty-five percent of mobile users prefer receiving

an SMS from a company over email and phone, according to AT&T⁴. They also statistically open texts and click through in record-high numbers⁵ compared to other marketing channels. Needless to say, text marketing is a channel you'll want to tap into. Decide where it fits into your business' unique consumer journey and how to sync it up with your other marketing channels.

II: Best practices:

While the concept of SMS marketing sounds simple enough, executing this component of mobile marketing isn't always easy. Knowing how and when to incorporate text communication into your inbound marketing strategy is crucial to an effective strategy performance.

Your buyer's journey

When developing a marketing campaign, serving content to your customers in the proper medium at the right time is just as important as the messaging itself. It's also easy to direct the conversation to a different conversational path based on a lead's responses. For example, if a lead tells you that they're based in Europe, ask them a different series of conversational questions and boost your qualified lead rate.

"You could use text marketing to engage at every stage of the buying process," says Ardath Albee, CEO of Marketing Interactions Inc., "which becomes more and more important when we're

challenged to create better and better customer experiences across our entire customer relationship.”

SMS allows for more wiggle room in the buyer’s journey because with text messaging the customer decides when to interact; plus, text messaging can be used at every stage of the buyer’s process through awareness, consideration, decision-making, and customer retention, creating a more seamless experience.

“You could use text marketing to engage at every stage of the buying process, says Ardath Albee, CEO of Marketing Interactions Inc. “which becomes more and more important when we’re challenged to create better and better customer experiences across our entire customer relationship.”

Awareness

During this first stage of your customers’ journey, your potential buyers are just beginning to research and educate themselves about your services — and your competition’s services. They most likely will find you through an online search, by word of mouth, or they may have been sent to your site via your ads or coupons. This moment presents your chance to gain opt-ins from these customers via phone numbers and consent to receive texts.

Here, you can begin to build a long-term relationship with them rather than going in for the quick, hard sell. Play the long game.

When collecting leads from your SMS campaign, it's a good idea to move them into your other marketing channels as well. Use text conversation to start building the relationship, then encourage people to visit other platforms such as your Messenger bot or YouTube channel.

Consideration

This stage is when you offer your customers what they want. Since you've already collected your contacts via search, resulting web traffic, and/or ad, coupon or QR code campaign, your campaign will remind them that you're here to serve them. The key to converting new subscribers and getting them to stick around is providing incentives to take action or buy. You can keep your customers engaged and excited to stay on your list through flash sales, coupons and promotions; segmenting subscribers and delivering relevant content; creating SMS-based customer loyalty programs; sending date-triggered marketing messages; or adding SMS to your omnichannel campaigns.

Decision-making

At this stage, customers are ready to buy and when you close the deal. Product details, promotional offers, and specials are all effective incentives to grab customers, but have a clear action for customers to take. Segment your audience so you're sending relevant offers to those who have expressed interest and consideration.

This is also the stage where you want to begin curbing your abandonment rates. At the beginning of the buying process,

customers provide their phone numbers. If a buyer leaves items in his/her cart, the company should send a coupon code for them to apply to their deserted cart.

For example, the eCommerce glasses store Framesbuy uses text marketing to reduce abandoned cart rates. "Customer satisfaction is any business's top priority, especially for online stores and thus we experimented with SMS marketing to build customer engagement as well as boost sales," says Framesbuy director, Jayant Ingle. "It has certainly increased the customer engagement levels and eventually helped in growing our business."

Retention

You've captured your audience and customers. Now get creative and keep them engaged and loyal. Customers tend to repeat behaviors, so you can tag purchases they've made and feed them sales updates or use the information to create lookalike audiences. You can also promote a course you're selling, keep people updated on company news, and send them to your most recent blog post, or create appointment reminders, as well as offer special VIP discounts and sneak peaks.

After purchases are made, your next step is to use text messages to collect feedback from your customers. This valuable information can help you improve services and show your customers that you're listening, or publish the positive feedback to your website for your own marketing purposes.

Use SMS, Messenger, and email concurrently

Using an SMS campaign to capture email addresses — if you don't have them already — can kill two birds with one stone and will enable you to get your business in front of people as much as possible. SMS marketing and email marketing aren't mutually exclusive, but both should be integral parts of your marketing strategy. So why not let them work together? Similarly, you can use texts to nudge customers over to Messenger, where they can receive offers, information, and deals.

Achieve contextually relevant messaging

Timing is everything

If you have a promoted event on Friday night, send a text Friday afternoon. If you want to run a happy hour special, send your message at 3 or 4 p.m. on a workday rather than at 8 a.m.

You'll also want to specify how many texts you'll send each week or month so people know exactly what to expect rather than feeling bombarded by messages; no one likes being inundated with too many messages, too frequently, from a business. Try to stay between two and six texts per month.

The message itself

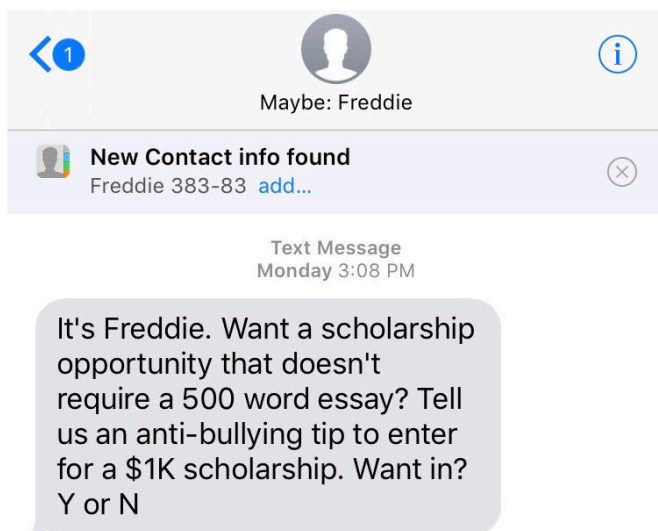
A text can delight, engage, or annoy. Don't forget that you're talking to people through their preferred medium; you don't want to be the one to disrupt the flow with irritating or irrelevant messages that will cause rampant opt-outs. Besides, contextually relevant texts are much more likely to get a click-through, which can mean higher conversion rates. Provide content that your engaged consumers are actually interested in. When designing SMS marketing campaigns, resist the urge to send random messages to subscribers; unsolicited messages are not necessarily the best performers. Instead, focus on keeping content friendly, useful, and humanistic, and messaging should be valuable, relevant, and consistent.

Use short and close-ended messages

It goes without saying, but the most effective messages are short. Long messages may appear spammy and lack purpose, so keeping your text concise is important in order to improve click-through rates.

“One of my best practices for text messaging: Be shorter than short,” says Kelly Noble Mirabella, owner of Stellar Media Marketing. “People don’t want back-to-back messages in their texts, which means you need to be straight to the point. You can then take people from text to Messenger where you have more flexibility with how much copy and content you send.”

message. It's conversational, explains exactly what the receiver needs to do next, and why:



Keywords

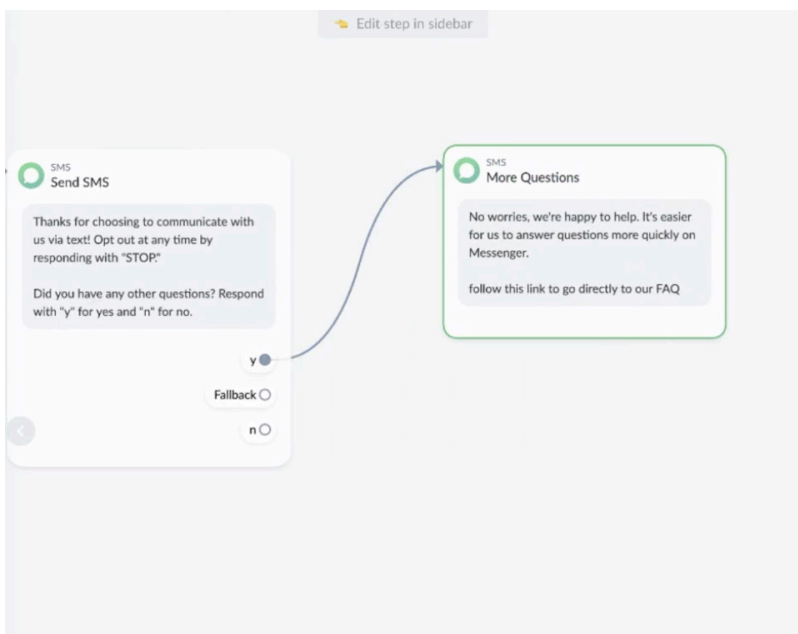
Customers can text a keyword and will receive a follow-up text prompt. Keywords maintains the communication dynamic and empowers the customer to take an active role. Creating easy ways for people to opt-in to your SMS marketing list is key to effective acquisition. It's also important to reserve certain keywords for people to text and subscribe with. When people text your business with the keyword, you can respond back with an automated and customizable response.

Marketers should treat this as a fun opportunity to connect with potential subscribers. Keep keywords to one word — for example, "CHAI" may be more effective than "CHAITEALATTE." You can own multiple keywords for specific promotions and deals, too.

Two-way SMS chat / two-way text:

But keywords can do so much more than help people opt-in! Keep your conversations dynamic and interesting by making texting with your business responsive. In ManyChat, we have context-specific keywords that we call “user replies.” These are keywords that will only trigger in response to a specific text message.

This is great because you can make having a back and forth with your business very easy by having “1” and “2” or “y” and “n” trigger different responses in different situations.



It makes having a text conversation with your business as simple as pushing a single character!

Plus with ManyChat's LiveChat, you can have your sales or support team take over at any moment.

Segmenting

Segmenting your audience before you plan your SMS campaign and integrate it into your other marketing channels will allow you to serve up the most relevant messaging to your audience. Understanding their behaviors will empower your business to truly offer them what they need.

Take the time to divide your audience into different groups by common factors so that you can tailor messages to resonate emotionally and financially with the individuals on each list. You can separate prospects from won customers, or ask for information, such as zip codes, interests, and purchase history, from your subscribers, which will help you decide upon the most relevant news or offers. Then you can narrow their messages to a specific area, if your business has multiple on-the-ground locations.

Examples of campaigns

Once you've segmented your audience appropriately, you can begin to strategize your campaigns according to your business.

Fundraising and awareness

Nonprofit organizations and political campaigns have the opportunity to offer up-front, text-to-donate messaging. Due to the philanthropic or service-related nature of these campaigns, SMS strategies are proven to be very successful especially when used in coordination with other marketing channels such as chat and email, generating awareness and pulling consumers down the funnel, with text as one of the last touchpoints.

Customer loyalty programs

SMS can offer an easy, inexpensive, and quick way for customers to register for a customer loyalty program. Sephora, famous for their cosmetics, offers customers the opportunity to join its rewards program with a physical or digital “Beauty Pass.” All new pass holders start at the “White” level, but can move up to “Black” or “Gold” memberships via purchases made as a part of the Sephora Beauty Insider program. Customers can choose how to use their rewards points — which can be applied to discounts, beauty classes, seasonal coupons, and exclusive curated sets — and are not limited to set benefits. . This particular program empowers customers to opt for rewards they really want, eliciting a greater sense of satisfaction. You can simply send customers (who sign up) messages with loyalty rewards, and they’ll return to your business to collect more.

Coupons, promotions, and notifications

An SMS notification campaign can spread the word on a limited-time offer, event, or promotion to purchase more products or

services immediately to your entire customer base. And since consumers redeem coupons delivered by SMS 10 times more often than other types of coupons, one-time discounts are an effective way to make sales and entice people into signing up.

Create appointment reminders

Automated SMS reminders are a great way to streamline your business or practice workflow by saving the front office time and repairing revenue leaks by eliminating no-shows and late cancelations. You can set up automated reminders and include details like date, time, and location, as well as what to bring, how to prepare, or how to cancel or reschedule the appointment.

Collect feedback from customers

Customer feedback can work to your benefit on several layers. Positive reviews will always help your brand's identity, boost your web presence, and give you customer testimonials to use as marketing materials. Allowing for feedback also lets your customers know that they matter and that your business cares enough to address their issues.

Tracking your success

Overview

Once you have the basics of SMS marketing down and have set up your campaigns, you'll want to track the success of every text campaign. Having access to data that will help you track and

refine your campaigns is integral to your success. Some common key performance indicators (KPIs) that you should keep your eye on include:

- Sent text messages.
- Received text messages.
- Opened messages.
- CTR on links
- Recipient engagement.
- Tracking where customers opted in.
- Tracking where your customers opted out.

III: Compliance

Text marketing isn't exactly a free-for-all. Sending the wrong message to the wrong person can mean legal trouble for your business, so understanding compliance laws is vital to maximizing text message marketing in your business. When it comes to compliance, it's understandable to feel overwhelmed and confused, but there are a few things you should know:.

U.S. text message compliance

U.S. businesses that want to get into SMS marketing need to familiarize themselves with organizations like:

- Mobile Marketing Association (MMA)
- Federal Communications Commission (FCC)
- Cellular Telecommunications Industry Association (CTIA)

... and laws like:

- The Telephone Consumer Protection Act (TCPA)
- Controlling the Assault of Non-Solicited Pornography and Marketing (CAN-SPAM)

Opt-in and consent

You can only send texts to your customers once they give consent

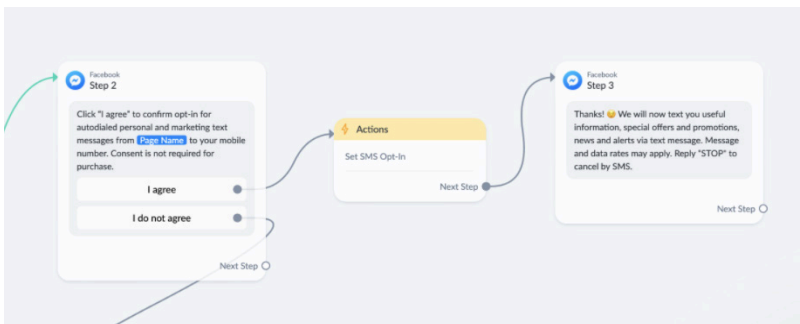
Whether you're a marketing agency wanting to add text marketing as a new service, or a solopreneur trying to get into Chat Marketing, you need to get permission to send people text messages. Legally getting people to sign up for your SMS services may present the biggest barrier to building your SMS subscriber list, and is the one that most often gets marketers

into trouble as they begin launching their first text marketing campaign.

Getting your customers to opt-in

Subscribers need to opt in (i.e. provide written consent) before you can send them a message. They need to know exactly what they're signing up for and the opt-in message needs to be clear. Send a confirmation message after they opt in stating the following:

1. Thank them for opting in.
2. Who you are.
3. What you'll be sending.
4. The phrase, "Message and data rates may apply."
5. How to opt-out.



In addition to complying with regulations, collecting phone numbers with permission will result in better open and click-through rates, reduce spam complaints, and build your business' reputation. Here are some ways to get written consent digitally:

- Have customers enter a phone number in Messenger.
- Get customer phone numbers in person.
- Ask customers to enter a phone number in an online form.
- Have customers send a text to your number.

Learn more about texting compliance [here](#) and [here](#).

7 effective Chat Marketing opt-in methods that work

1. Add opt-in messages to existing flows

One of the easiest ways to grow your SMS list is simply adding an opt-in option to an existing flow. Your existing flows can capture already-engaged people and help you get SMS subscribers that'll actually click when you send a message. It'll also give you a way to communicate with people and drive them back into your Messenger bot to close the deal.

You can include a consent request at the start of any sequences you have running. Or, use it as a substitute for any steps where a user would agree to a, "Yes, send me content or deals" statement.



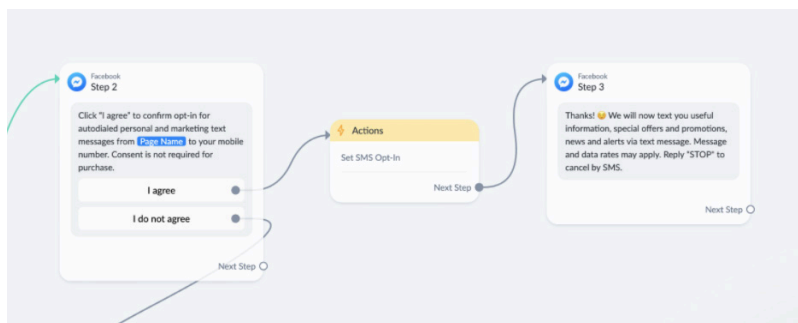
2. Offer an incentive with your message

After adjusting your new sequences and adding an opt-in message to them, you should think of a way to capture people who say, "No," or ignore your message. The approach should include a good reason for someone to give you their phone number.

Consider what you can offer that'll solve the user's problem, in accordance with your business, such as:

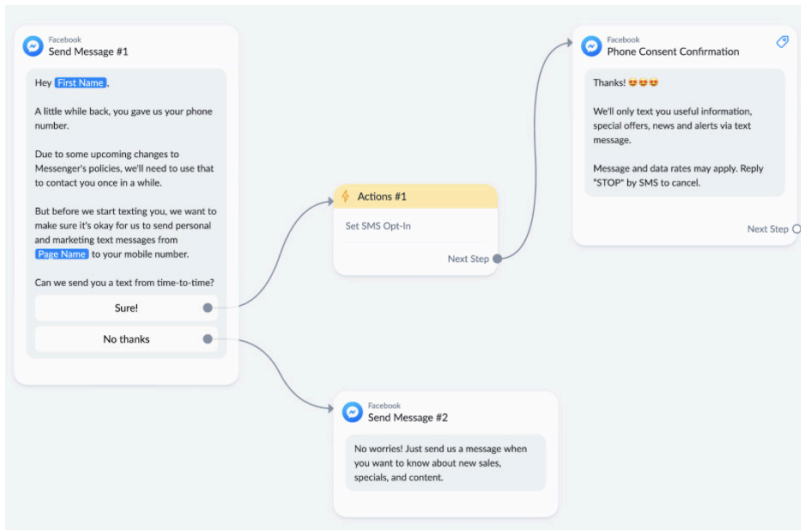
- A discount or coupon.
- A piece of useful gated content.
- Prize entry (sweepstakes laws may apply).
- A free appetizer.
- Gamification: bonus points.

Your flow might look like this:



3. Get opt ins from previously collected phone numbers

You may already have phone numbers from nonconsenting consumers, but to send a message to them, they need to give you permission for text communication. You can send a Messenger conversation asking for permission and all they have to do is tap to opt in. The flow might look like this one:



You may have also collected phone numbers and consent from another marketing platform, CRM, or in person, and you can import these contacts into a SMS marketing platform like ManyChat.

4. Capture phone numbers from website visitors

Don't limit collecting phone numbers to your chat channels. You can also capture your website traffic by using an Overlay Widget growth tool or Live Chat to get website visitors' phone numbers and implement it on any page of your site.

An example of this workflow could look something like this:

1. Embed overlay widget on your website.
2. User clicks into your bot and enters the flow.
3. Your bot collects the user's phone number.
4. Get user consent.

5. Add a text option to your email newsletter

Is your email newsletter a big part of your marketing strategy? Make sure you add a text message call to action (CTA) asking people to join, too. Consider adding a [Messenger Ref URL](#) as your CTA to get people to enter an opt-in flow.

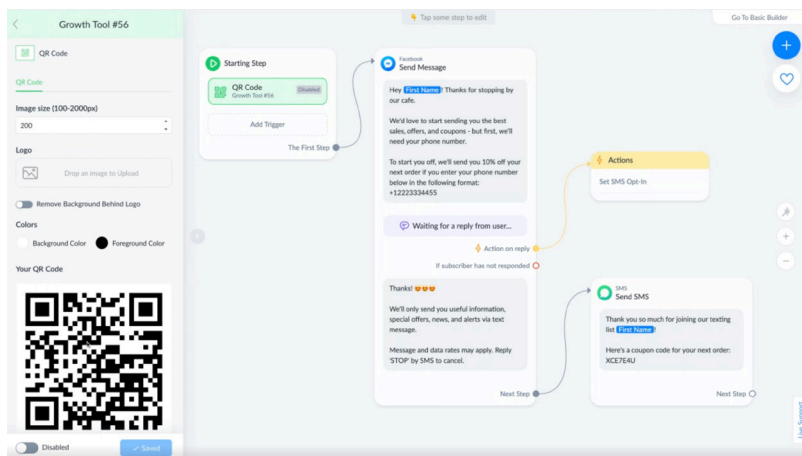
6. Use paid messages

Paid messages make it easy for potential customers to connect with your business and exchange information. When someone clicks your ad, you can collect contact details like a phone number and email address in your flow. Then you can automatically receive leads in your ManyChat account and follow up with them via [text](#) or [email](#).

7. Create a QR code

One method many marketers aren't using to grab numbers, but should, are [QR codes](#) because you can use them to send customers to a specific opt-in flow in your Messenger bot. In this case, it can be a flow that uses SMS and email steps to achieve conversion.

QR codes are a great way for many businesses including cafes, restaurants, clubs, outdoor advertisers, and event marketers to connect with leads. They are affordable, easy to create and track, and help you stand out from the crowd while collecting that phone number.



Offering an opt out

Whenever possible, add "text STOP to cancel" at the end of your response upon the initial opt-in message, and occasionally throughout your sequence. People need to have the option to opt

out if they don't want to receive your messages anymore, and you need to give them an easy way to remove themselves.

Note: It's important to let subscribers know that when they opt out from text, they are not opting out of your Messenger list. People often forget or don't know they have to do both if they want to stop getting messages from you completely.

Never text about SHAFT

According to the Cellular Telephone and Internet Associate's (CTIA) best messaging practices, messages that include:

- Sex
- Hate
- Alcohol
- Firearms
- Tobacco

So, when you don't comply, what could really go wrong?

Legal costs and penalties can climb sky-high for companies that don't comply with laws and regulations. A few landmark examples of lawsuits around unwanted text messaging include:

- **Burger King:** The company hired a third party to deliver a spam text advertising campaign. It cost them \$250 per phone number after a class action settlement.
- **Papa John's Pizza:** The company was sued in a \$250 million class action lawsuit for illegally sending customers unwanted text messages. They settled for \$16 million.
- **20th Century Fox:** During the DVD release of the film "Robots," the American film studio sent out an SMS campaign that resulted in a \$16 million class action settlement at \$200 per phone number.

Don't rush the process. Comply according to federal and state rules and you'll save your business a lot of headache and lost revenue.

IV: Success stories

It's hard to argue against implementing SMS into your marketing strategy. Under best practices and within compliance, an SMS marketing strategy allows you to communicate easily with customers and helps your business harness a cost-effective and simple channel that drives success. The benefits to using text as a powerful, conversational medium to build relationships with customers are becoming clearer every day. Worldwide corporations, local businesses, medical practices, and more are reaping the rewards from savvy and effective text marketing campaigns.

Use cases

While use cases vary by industry, many businesses are using this type of messaging across all business-related functions to ease team workflow and improve customer relationships. SMS is currently being used for scheduling, customer service and support, sales and inquiries, marketing and promotions, billing and promotions, billing and collection, and recruiting and staffing.

Here are two examples of local food service businesses that used promotional SMS marketing campaigns to boost their profits — and their reputation.

How this family-owned restaurant promoted a limited-time offer with ManyChat's SMS — and sold out of tamales

To create maximum impact in the short time before Christmas, a family-owned Mexican restaurant in Washington state teamed up with chatbot marketer Mackensie Liberman to market a holiday tamale promotion. The eatery offered \$23.95 for a dozen tamales during an eight-day period and allowed customers to select what type of tamales and a scheduled pickup time.

The campaign was targeted towards the restaurant's current subscriber list in the Spokane area. Liberman didn't use paid Facebook messages, because of the challenging bid and approval process, but instead used a mix of SMS and Messenger to ensure maximum visibility.



Promoting a limited-time offer with SMS and Messenger

Each channel had its own message with a CTA to place an order through Messenger in order to take advantage of the limited-time offer.

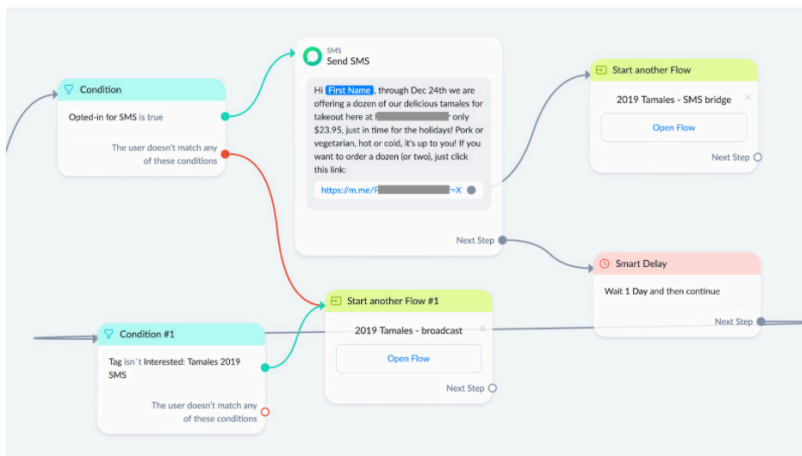
The text message sent read:

Through December 4th, we're offering a dozen of our delicious tamales for take-out for only \$23.95. Just in time for the holidays. Pork or vegetarian. Hot or cold. It's up to you! If you want to order a dozen or two, just click this link.

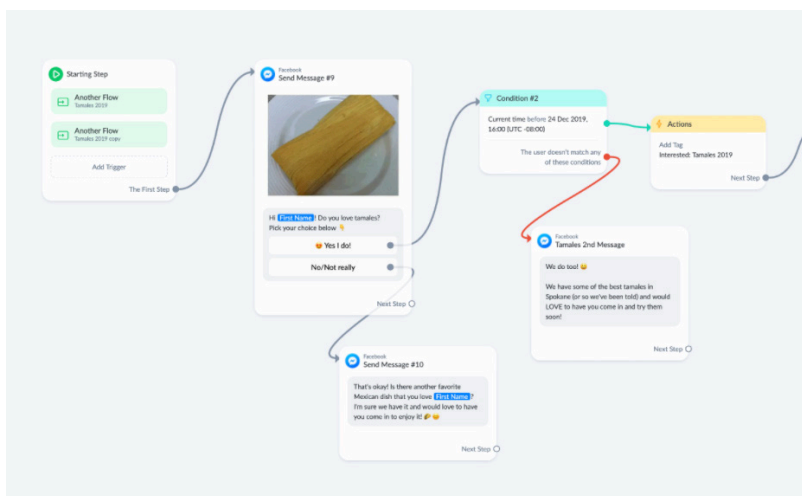
The non-promotional Messenger sequence message read:

Do you love tamales?

When someone clicked through the SMS message, they were sent to Messenger to put in their order details.

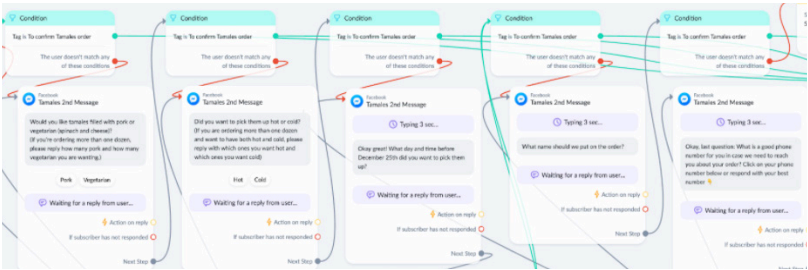


People who were interested in the offer were asked if they wanted to order a dozen. Those who responded “no” were asked their favorite Mexican dish, and then invited to come down and enjoy that dish at the restaurant before the end of the year.

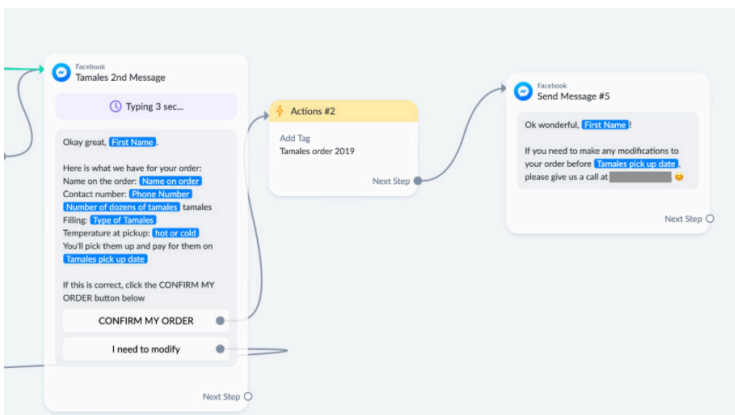


Individuals who wanted to place an order of tamales were asked a few questions using a combination of multiple-choice user input and free keyword input, which helped the restaurant stay organized when taking orders through Messenger. They asked the following questions:

- How many dozens of tamales do you want?
- Do you want pork or vegetarian?
- Do you want the tamales hot or cold?
- What is the name of the person picking up the order, and what is their phone number?
- What is a good pickup date and time, before December 25th, to come in and pay for the order?



After a customer put in their details, the restaurant sent an order summary of all the user's input responses before being prompted to either confirm or modify the order.



When a user confirmed the order, he/she was tagged, and then the information was sent to a Google Sheet while a text was delivered to the restaurant owner notifying him of the new order.

If the customer modified the order, he/she was asked which part of the order needed to be changed. The text sequence also added a tag, so when changes were made, the user was sent straight to the confirmation summary instead of going through the entire ordering process again.

Sending reminders to encourage action

Liberman also implemented automated follow-ups to encourage people to complete their orders, and set up rules for reminder messages after each question. So, if a user dropped off after two questions, the Messenger chatbot sent a message 10 minutes later asking if they still wanted tamales. If they responded with yes, they were taken back to where they left off.

In addition, Liberman created two different messages that reminded people of their tamale order, one sent the day before pick up and the other an hour before pick up, reconfirming they'd be there at the previously selected date and time. The messages also included directions to the restaurant with a Google Maps link.

The campaign's success

The restaurant's eight-day campaign was so successful that they ran out of tamales, and boosted subscribers to 3,547 subscribers (364 of which are thanks to SMS). And, 819 subscribers stated in Messenger that they love tamales, 29 of the 819 started the order process (in addition to 10 from SMS), and 23 people ordered a total of 27 dozen.

Originally, the restaurant owner wanted to postpone this campaign until next year, but was convinced to give it a go. And it was a good thing he did. The owner was so overwhelmed by the response, he decided to send a free appetizer coupon to everyone interested in ordering beyond the 23 people who ordered the tamales.

How one food truck owner boosted his revenue by 30% with an SMS marketing campaign

Food truck vendor Don Marler found himself struggling to keep up with constant Facebook Messenger updates and the accompanying rules and regulations. Free broadcasts had become antiquated, and Marler didn't have a plan in place to continue audience engagement or drive sales. So, the vendor took it upon himself to join Mackensie Liberman's Chatbot Agency Blueprint course and community. As a part of her course, Liberman offers consulting sessions to help business owners overcome obstacles like the ones Marler faced.

Marler implemented what he learned through Liberman's course and his food truck (known for its mouthwatering cheesesteak sandwiches) became renowned throughout the St. Louis, Missouri area, all thanks to Chat Marketing. And better yet, business is booming.



5X return-on-ad spend on average

Using SMS to keep customers informed and drive sales

Marler wanted to attract more location-based sales and engage with customers by encouraging them to redeem offers via SMS and Messenger.

Before using SMS, Marler relied on Messenger broadcasts and organic social media posts to let people know he was coming to their town. While those approaches were helpful, he struggled to keep his audience engaged after changes to the Facebook broadcast policy. He turned to Liberman to find a better way.

He was about ready to stop using ManyChat, if he couldn't send broadcasts to tell people in different towns saying he was going to be there, how would he get the word out?



Liberman, a beta user for ManyChat SMS, decided to help the food truck business with a new campaign that would reach people already connected to the cheesesteak vendor through Messenger. Together, they chose to focus on text message marketing — a cost-effective and engaging way to let diners know when the food cart would be in their area. The text included a link to order beforehand to lock in sales, and only cost the company a penny per message.

SMS helps businesses build closer ties with their customer base by allowing real-time engagement without a 24-hour messaging window. It also acts as an excellent channel for sending promotions to an audience who's interested in your product or service. :



Over 90% open rate for text messages

"As a big American wrestling fan," Liberman explained, "[Marler] can send out a promotional text saying, 'When you come in, say the word Hulk Hogan, and you'll get two dollars off.'"

The messages were a fun, meaningful way to express his personality and boost brand awareness through text. The verbal keywords also helped Marler track how many people see a text and come to the truck versus Messenger coupon.



Using a multi-channel strategy to connect with an audience iend of the year.

To get people on his SMS list, Marleremployed the following approach:

1. One organic post on Facebook that lets people know where he'll be in the upcoming week.
2. A coupon offer that clicks-through to Messenger.
3. To get the coupon, users must give their email, phone number, and SMS opt-in consent.
4. Once a user opts in to SMS, he segments each subscriber by their location in ManyChat. This allows him to send an SMS to those people whenever he's in their neighborhood.



More than \$7,000 in additional revenue per month



A multi-channel approach allows businesses to send relevant promotions, offers, or updates directly to subscribers on the platform they're most comfortable using. In this case, Marler connects with people through text messages, video posts on Facebook, and Messenger. He plans to add email to the mix in the coming months.

ManyChat's software helps deliver SMS and Messenger conversations. By texting with people who've previously engaged with his Messenger bot, Marler was able to maximize sales and keep costs low.

How the vendor grew an SMS subscriber list

To work towards his goal of getting more SMS subscribers, Marler runs a combination of paid ads and a Comment Growth Tool to get people in his bot. People are directed to a buy-one-get-one-free sequence where they have to enter their phone number and email address to receive the coupon.



**Increase of 30% total revenue
for the business**

In addition, Marler uses a mix of conditions and rules to offer different coupons to already-engaged customers. For example, if someone comments for the second time on a post connected to a Comment Growth Tool, they receive a different coupon. The third time, another coupon, and so on, offering five in total.



When people come in for the fifth time, Marler has already built a close relationship with the repeat customer. He can text, send Messenger conversations, or emails, and they are more likely to respond.

Boosting sales and awareness with SMS

Since starting the SMS campaign in September 2019, Marler saw the boost in sales that he wanted.

His results:

- Over 90% open rate for text messages.
- More than \$7,000 in additional revenue per month.
- Roughly 5X return on ad spend.
- Increase of 30% total revenue for the business.

It's time to adopt texting for your business

Doing your due diligence to find the best platform to enable the integration of texting into your multi-channel marketing plan can help you give you the edge on your competition, build your business' reputation, boost sales and revenue, offer your customers the service they truly value, and create meaningful relationships with them.

Disclaimer: This information is provided for educational purposes only and should not be relied upon as legal advice. Please always consult your own attorney before engaging in text marketing.

