

# How SMS can be your secret weapon

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## SMS marketing

### ✓ Do

- Focus on growing your list
- Use it as a sales channel
- Keep it short and sweet
- Add it to your automation
- Promote it

### ✗ Don't

- Ignore it
- Think it's only for "young" people
- Oversend



## SMS MARKETING IN OMNISEND

### What is Toll-free number verification?

Verified toll-free messaging indicates that your company's operations have been evaluated before sending traffic toll-free and that you have obtained carrier approval for sending messages to the United States using a toll-free number.

Read more [here](#).

### Does SMS refer to text messages only, or does it include WhatsApp?

SMS refers only to text messages. WhatsApp is considered a separate channel and is not supported by our platform.

### Are there costs associated with sending SMS messages to US customers from the US?

The cost of sending SMS messages depends on the destination. You can find our SMS prices on our [pricing page](#).

### Where are the replies to SMS messages sent?

By default, users cannot reply to SMS messages sent through our service. However, you can use third-party apps like [Gorgias](#) to enable replies.

### What does the bounce rate include for SMS messages? Do SMS bounce rates include messages blocked by carriers?

Bounces are caused because of the recipient's phone number accessibility or validity. The main reasons for it:

- The number is not configured correctly to receive messages.
- The number is not valid.
- The number you are attempting to send to is blocked from receiving messages.
- The number associated with the message is a number not routable to a carrier.



## SMS COMPLIANCE

### Is there a single place where all SMS compliance rules are documented?

Our comprehensive [SMS Compliance: Best Practices](#) guide covers SMS compliance, TCPA regulations, best practices, and guidelines for marketing through text messages.

### What is A2P 10DLC compliance? Does A2P compliance apply to Omnisend for US businesses?

A2P 10DLC compliance refers to the regulations and guidelines set by mobile network operators in the United States for using 10-digit long codes for application-to-person messaging.

Omnisend is using Toll-free numbers (TFNs) for sending SMS and MMS messages within the United States and Long virtual numbers (LVNs) for sending SMS and MMS within Canada. Omnisend is complying and providing possibilities to comply with the main industry regulations and/or recommendations. We are following TCPA, CASL, and CAN-SPAM Act.

### How can we send Abandoned Cart SMS to new customers who haven't subscribed to SMS yet?

Based on the TCPA requirements, sending promotional SMS to US non-subscribers is forbidden.

If a new customer provides contact info on the checkout and abandons the Cart, we'll only be able to send an email.

If the customer places an order, the phone number will be synced, and the next time the same customer abandons the Cart, we'll be able to send an SMS.



## SMS MESSAGING BEST PRACTICES

### What are some best practices for SMS messages?

Best practices for SMS messages include adding a brand name to enhance brand recognition and credibility, starting with an engaging offer, and incorporating personalization to create a more tailored experience.

Our Academy course: [SMS - why it's an ecommerce 'must'](#) will take you through the best practices and tips.

### How do you decide which messages to send via email, SMS, or push notifications?

The channel selection depends on factors such as the content type, audience preferences, urgency, timing, opt-in consent, reach/open rates, and user experience.

Email is suitable for detailed information, SMS for short and time-sensitive messages, and push notifications for real-time updates.

### Can I only have an SMS popup when someone visits the site from their phone?

Yes, you can customize your SMS popups to appear only when visitors access the site from their mobile phones. When creating a form filter templates by Form Settings → Mobile only.

By adding a phone number input field, you can collect phone numbers only. Read more about [Popups on mobile devices](#).

### What's the recommended image size for MMS?

The recommended image size is 640px by 1138px or 1080px by 1920px. Please note MMS is only available in the US



## SMS MARKETING STRATEGIES

### How can sales teams discuss SMS marketing with potential clients for marketing companies?

Highlight the benefits of SMS marketing, such as direct customer engagement, sales-driving capabilities, and increased brand awareness.

Emphasize how personalized and timely SMS campaigns can lead to higher open and conversion rates.

### I have a large number of social media followers. How can we leverage our social media channels with SMS marketing?

You can promote your SMS marketing campaign on your social media channels and encourage your followers to opt in to receive exclusive offers, updates, or content via SMS.

Create a [landing page signup form](#) and share the link on your social media to capture subscribers. Use compelling call-to-action and highlight the benefits of subscribing.

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### Resources:

- [Academy](#)
- [Workshop recordings](#)
- [Help Center](#)
- [Blog](#)



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