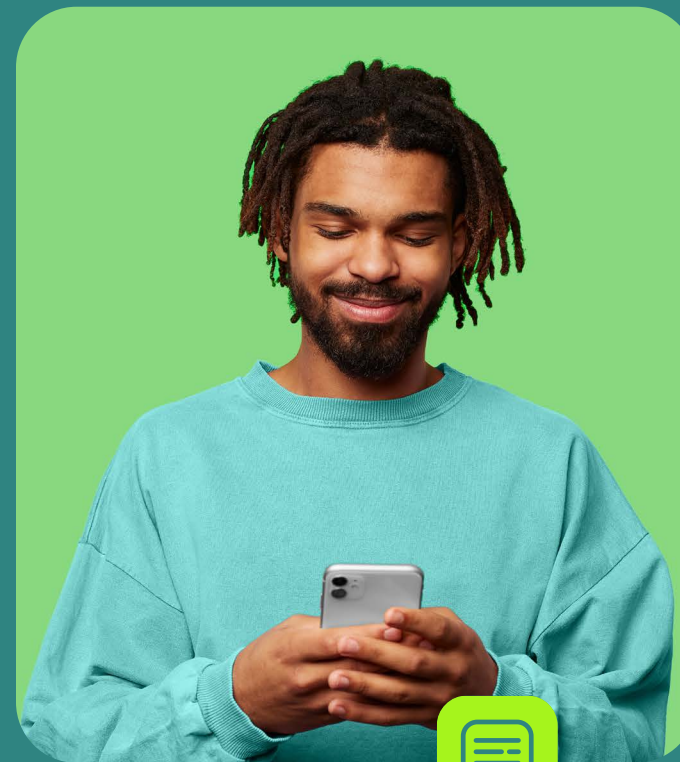


 omnisend



Getting started with SMS marketing



“

At this point, I can't imagine a world without SMS marketing. It's really taken off. Our SMS subscribers are growing much faster than email subscribers. Over the first year, **SMS campaigns drove \$123,000 in sales.**

– Rob Lin, Owner and Founder of Divatress

[Learn more](#)

Making SMS your best-selling channel

1 Timing is everything

- Send order & shipping alerts, abandoned cart reminders, and birthday wishes.
- Reach your audience on multiple channels throughout their customer journey.

2 Perfect channel for perfect outreach

- Parallel test email vs SMS to find the most impactful approach.
- Use reports to engage your customers on their preferred channel.

3 Crafting the right message

- Segment to make your messages relevant to every customer.
- Use 130+ seamless integrations to get more sales, in more ways, and build better customer loyalty.



+47.7%

Campaigns with SMS are
47.7% more likely to convert



01.
**Engage your customers
with time-sensitive
messages**

Text your very special offers

Have a limited-time promotion and want to make sure your customers **act fast**? FOMO is a natural fit for SMS.



54% of subscribers would **love to get promotions sent via SMS**.



Special collection is out!



Lunar stores: Shine in our bracelets, necklaces and earrings! Shop our special collection in the link below: osend.me/lc/bscpc
Reply STOP to opt-out.



Purchased

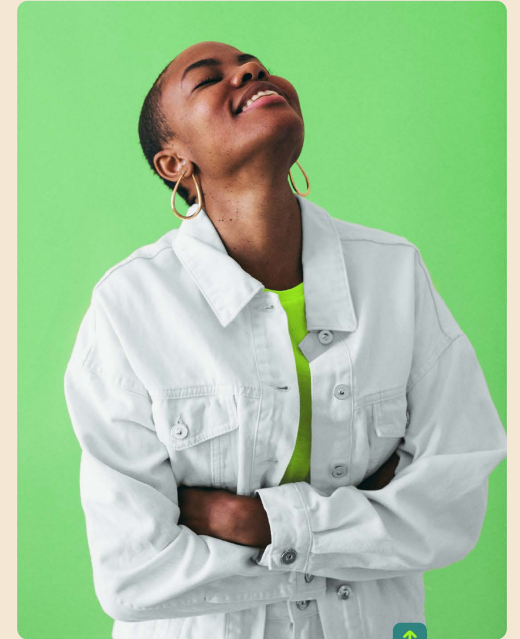
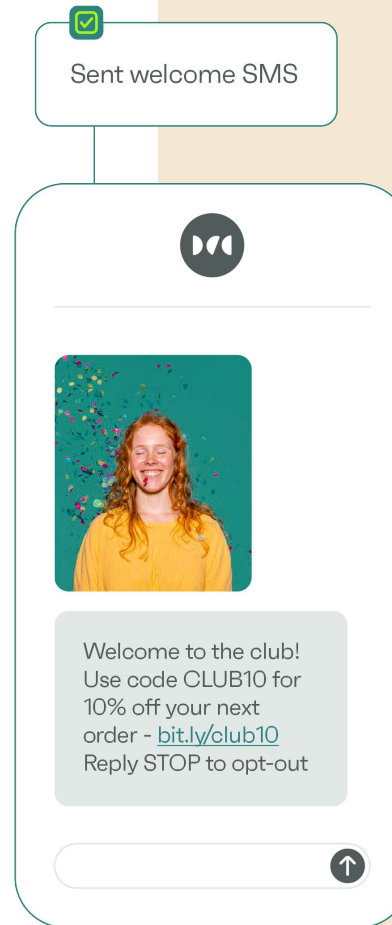
Product added to cart

Make them feel really welcome

Everyone expects a welcome email **as soon as they sign up**. Add an SMS with a discount code into the mix to make it more personal and exciting.



Get started with **SMS automations** in Omnisend.





02.

**Keep your customers
in the loop**

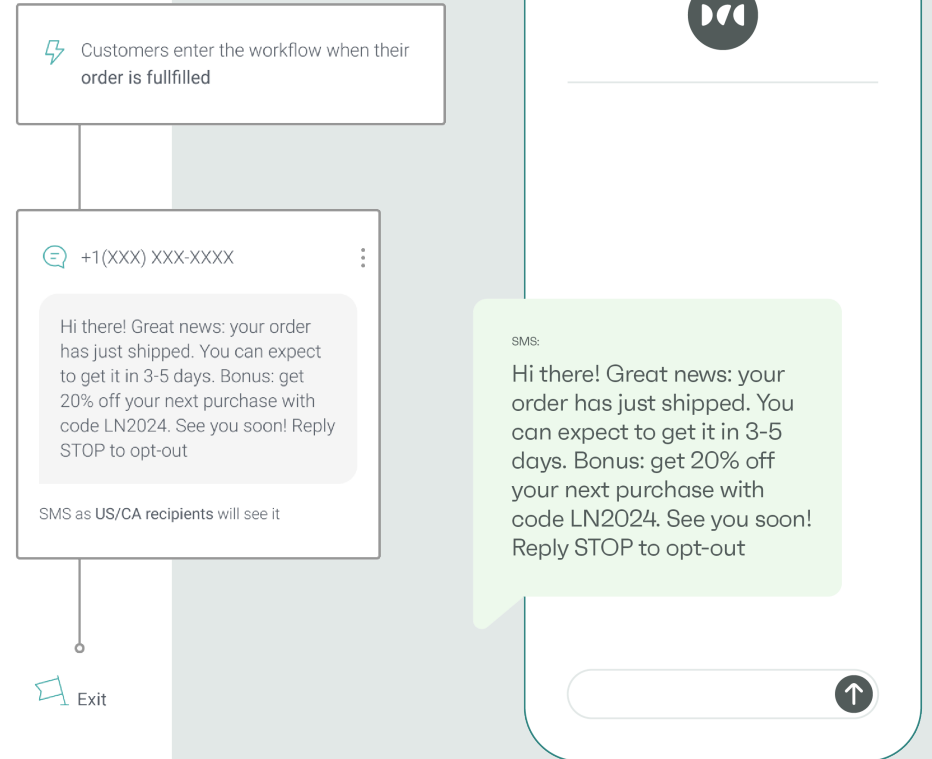
Order and shipping confirmation messages

What to include in your transactional text:

- Their first name
- Links to customer support (if available)
- Shipping address
- Expected delivery date
- Tracking link or number
- Opt-out keyword



SMS-driven orders **jumped by 16.9%** in H1 2023

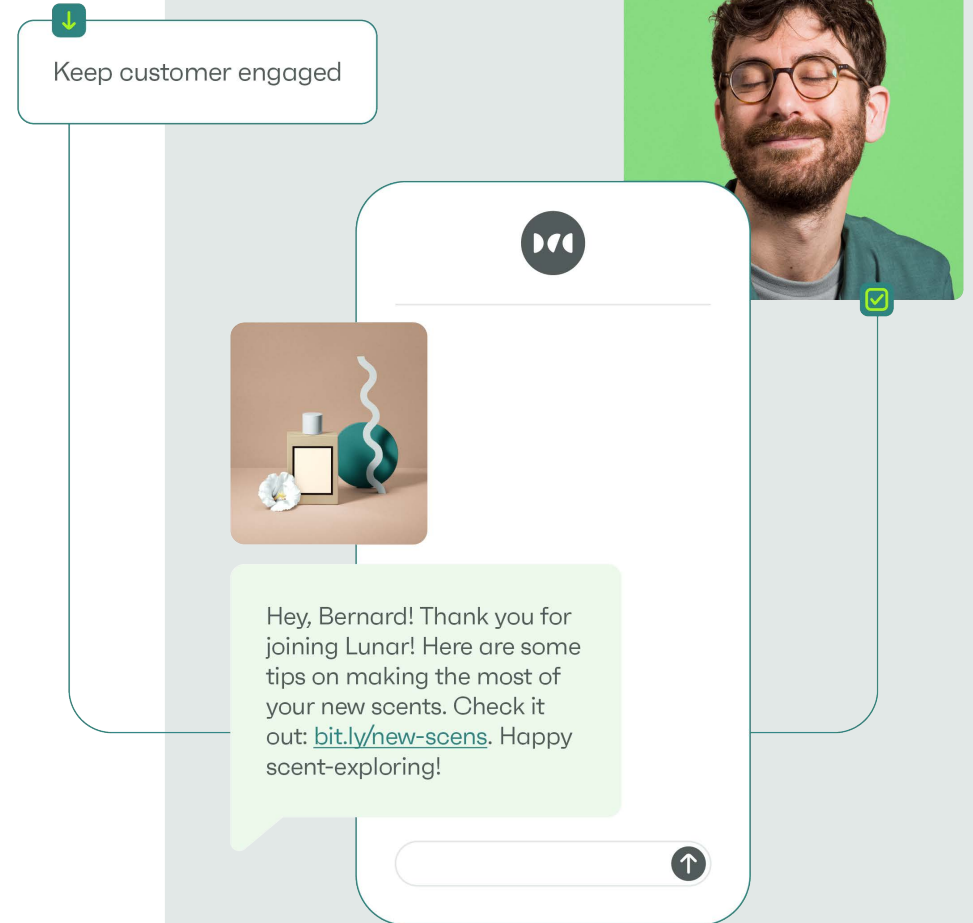


Build post-purchase relationships

Use the immediacy of SMS to bring **important and useful** messages directly to your customers' fingertips. Bypass email and get straight to the point.

- Share handy tips & tricks
- Share engaging tutorial videos—they're just a tap away
- Showcase real customers who love your product
- Ask them to review your products

→ Discover Omnisend-connected **shipping & logistics apps** to help keep your customers up to date about their order status and shipping.





03.

**Connect with customers
when it really matters**

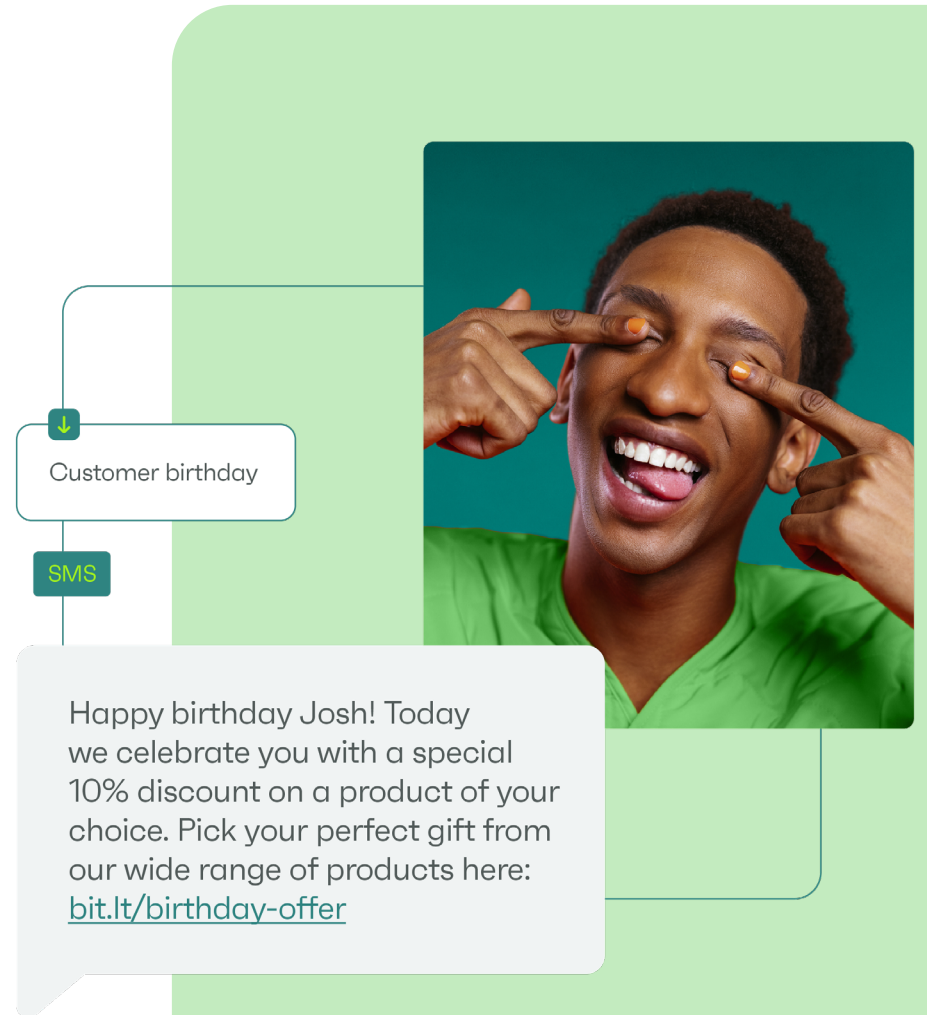
Celebrate with the Special Occasions series

Use SMS to send warmth, celebrate milestones, or give a gentle nudge on:

- Their birthday
- Important holidays
- Valentine's Day
- Special Dates: Their partner's, kid's, or pet's birthday



Birthday automations get **13.6% conversion rates** and generate **21 orders per automation**.



Customer birthday

SMS

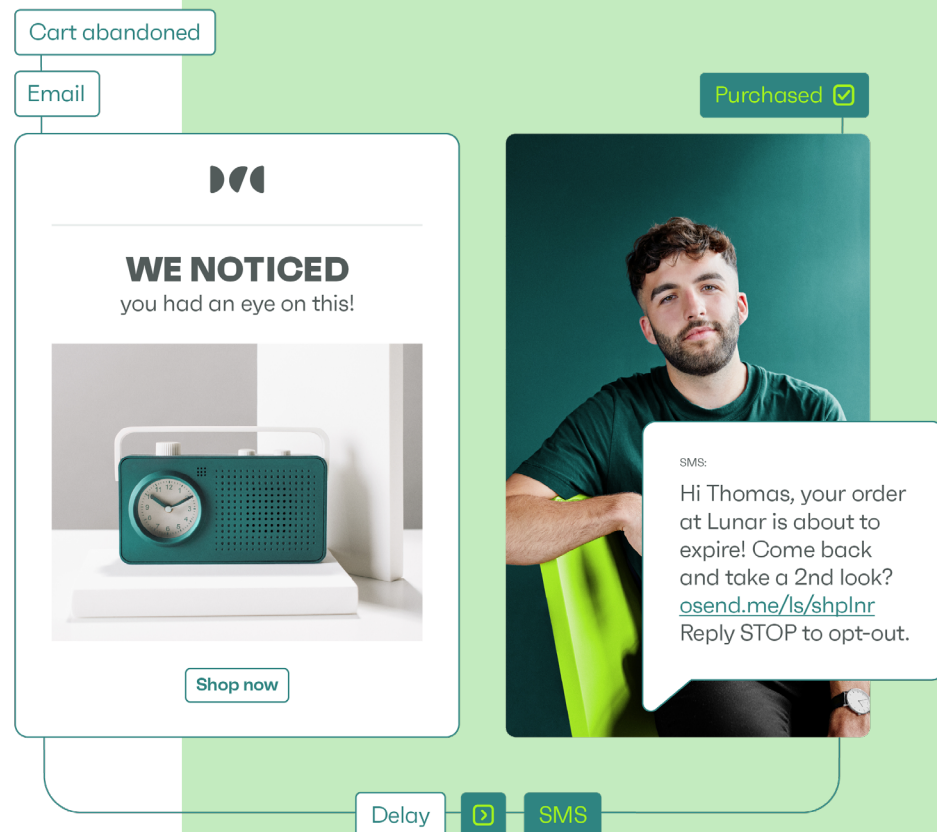
Happy birthday Josh! Today we celebrate you with a special 10% discount on a product of your choice. Pick your perfect gift from our wide range of products here: bit.ly/birthday-offer

Win back more sales

Shoppers abandon around **3 in 4 shopping carts**, while only 25% will finish a transaction. Add an SMS to your abandoned cart emails with a reminder to complete their order—and watch your sales soar.

Here's how:

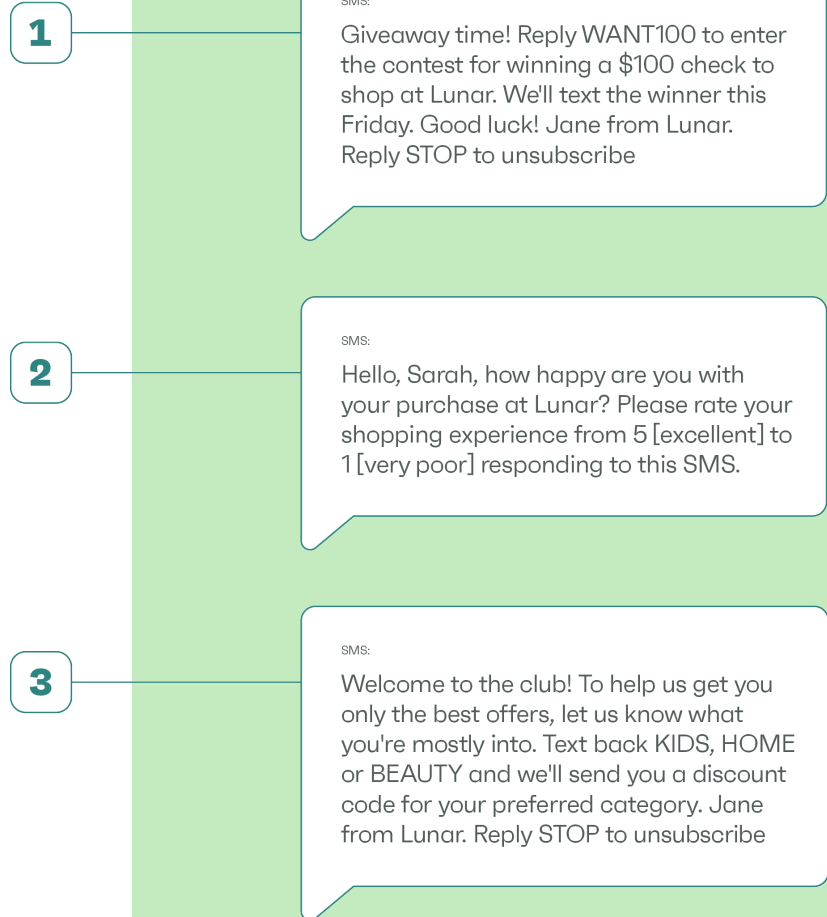
- Tempt them with an exclusive incentive
- Reach out to those once-in-a-blue-moon shoppers
- Roll out the red carpet for your high-value VIPs
- Offer a hand to help them find just what they're looking for



Start a two-way conversation

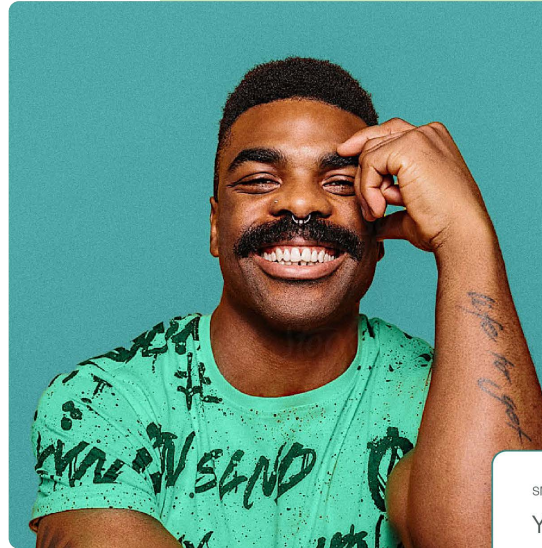
Engage customers and foster meaningful connections by **enabling two-way conversations** for your SMS marketing campaigns, available via our **integration with Gorgias**.

- 1** Invite customers to respond to and participate in special giveaway contests
- 2** Ask customers to leave a satisfaction score after a completed purchase
- 3** Gather more data from your new subscribers and send them segmented messages based on that data



Make the world your oyster

Got an international audience? Send SMS to **reach them in any country** with Omnisend and drive sales from anywhere in the world.



SMS:

Your order is about to expire...

CA ▾

+1-403

XXX...

US

AU

UK

Explore the potential of SMS

Your customers are just a text away. Add SMS next to your emails and see your sales skyrocket.



Omnichannel vs
single-channel campaigns

+90%
retention rate

+494%
order rate

+13%
spend rate

