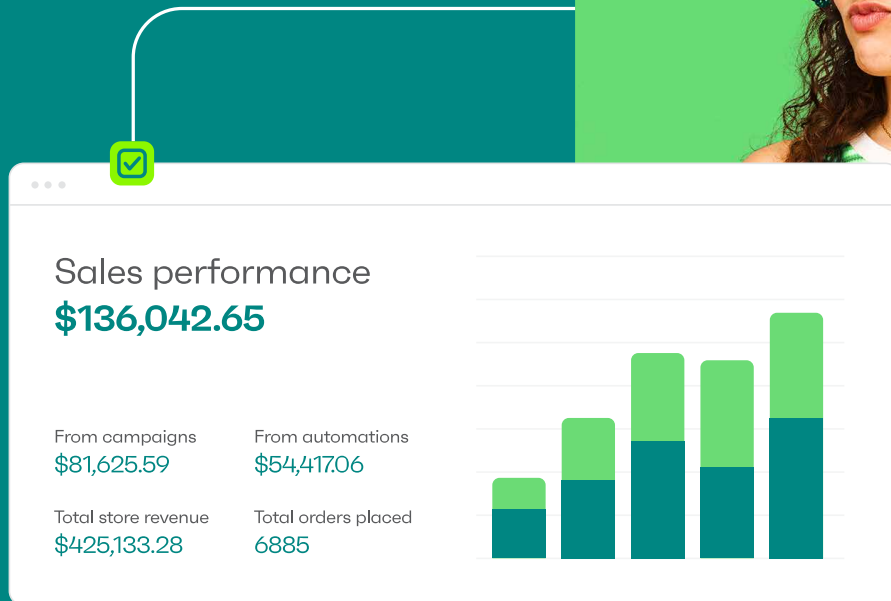
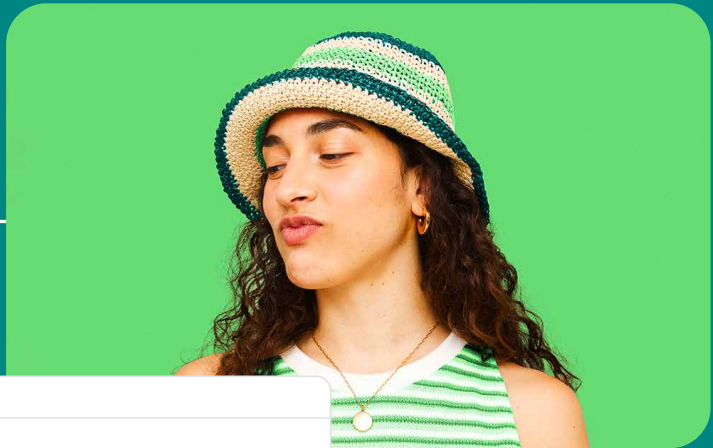




# Email & SMS:

Strong alone. **Beautiful together.**

Sometimes when you combine two things that are great separately, you get something that's much, much more. Peanut butter & jam. Mac & cheese. Fish & chips. **And email & SMS.** Email gets you far, but SMS lets you reach your audience and build your brand much more quickly. **Campaigns that include email & SMS get 47% better conversions.** Let's explore how you can get started with email & SMS.





# Key SMS facts



**48%**

of customers prefer receiving special offers via SMS



**2/3**

of Americans check their phone **160 times a day**



**90%**

of SMS messages are opened **within three minutes of receipt**



**47.7%**

Omnichannel campaigns that involve SMS are 47.7% more likely to end in conversion

# Two channels are better than one

Email and SMS are two distinct channels, with their own strengths. But combined, the result is more powerful than the sum of its parts.

While emails can be longer and include visuals and your branding, SMS is a plain text channel with a strict character limit. People typically check their email inbox at specific moments in a day, while 90% of SMS messages are read within three minutes.

Impressive on their own, unbeatable together.

## Campaigns: used separately

Email	SMS
Regular communication, promotions, special offers <b>Use cases</b> <ul style="list-style-type: none"><li>• Newsletters</li><li>• Blog posts &amp; new content</li><li>• Product launches</li><li>• Promotions, discounts, flash sales</li></ul>	Special alerts, real-time updates, limited-time offers <b>Use cases</b> <ul style="list-style-type: none"><li>• Time-sensitive offers</li><li>• Last-chance reminders</li><li>• Order updates</li><li>• Birthday/anniversary message</li></ul>

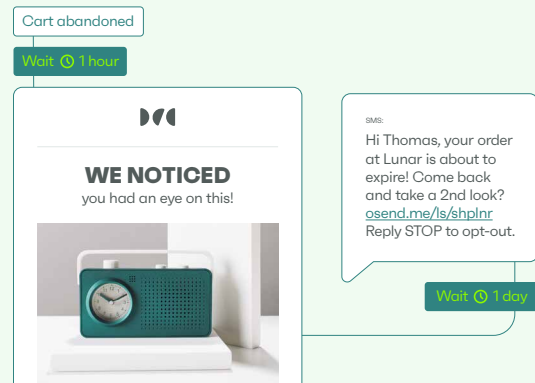
## Automated workflows: used together

### Email & SMS together

Both channels are used in the same workflow in a complementary way. Increase engagement, win back inactive contacts, provide order updates

#### Use cases

- Order updates
- Time-sensitive notifications — email not responded to in a specific timeframe? Send an SMS too
- Abandoned cart
- Notifications e.g. back-in-stock update

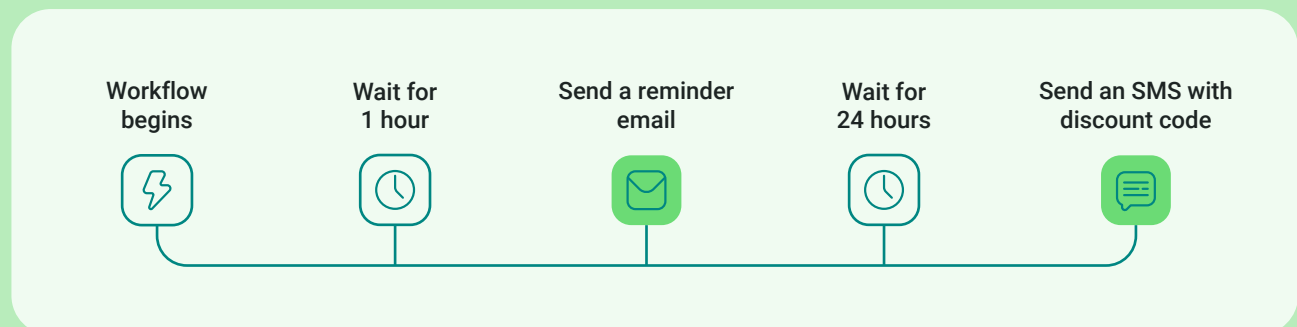


# Getting started

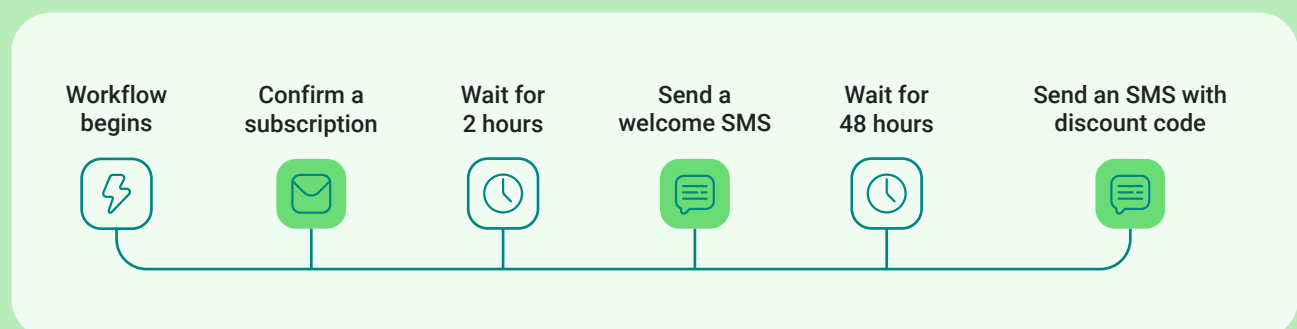
The best way to start is to consider your existing emails and workflows, and see how SMS can fit in. That way, you're not changing how often people hear from you, and you can easily compare performance.

For example, if you have an abandoned cart workflow, you could modify it so that an email goes out first and an SMS is sent the following day. The two channels should work in harmony, so don't just send your SMS with the same message, or at the same time as the email.

In this example, send an email one hour after visitors leave your site with items in their cart, reminding them to complete the purchase. If the products are still in their cart after 24 hours, send an SMS with a discount code:



In this example, send a welcome email immediately when someone signs up. If it's not opened within two hours, an SMS encourages them to read the welcome email for a special treat. 48 hours later, a second SMS has a site-wide discount with a link to your store.



You can also build SMS into your future campaigns. How about kicking off a campaign by giving SMS subscribers early access to a sale or product launch, or sending last-chance text messages before it finishes?

To build your list of SMS contacts, add a field on your signup forms and landing pages.

## Workflow suggestions

### Welcome series

Greet your new subscribers.

### Browse or product abandonment

Reach the shoppers who view products and leave your online store.

### Order & shipping updates

Keep your customers up to date about their upcoming orders or shipping.

### Upselling & cross-selling

Suggest related products based on the specific product your customers are buying.

### Cart abandonment

Reach shoppers who add items to their cart and leave before starting checkout.

### Review requests

Send customers automated emails with links to products they have bought recently.

### Birthday/anniversary

Stay connected with your customers and pamper them with a special birthday treat.

Find out more about email & SMS marketing [here](#)

