

Top 10 SMS Messaging Questions Answered

RafterOne

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If you are considering adopting SMS Marketing (Text Message Marketing) as part of your Salesforce B2C Commerce digital marketing strategy, you likely have some questions. Based on our experience, here are some of the most frequent inquiries about SMS:

1 Who should run my SMS program?

Your SMS program should be managed by an [SMS marketing role](#), person, or a dedicated team aware of your objectives, target market, and legal obligations. This might be a communication expert, a marketer, or someone with knowledge of SMS campaign management.

2 How Does SMS Function?

SMS sends brief text messages from one mobile device to another over a cellular network. These messages are encoded and sent through the network's signalling channel, enabling effective communication without needing a constant data connection. SMS is an easy and universal way to deliver fast messages across mobile devices since it is widely supported, dependable, and uses little network resources.

3 How frequently should I send SMS messages?

It's essential to choose the proper frequency. You want to stay at the top of your recipients' minds without being too intrusive. Typically, 2 to 4 messages each month compromise between preserving engagement and minimizing frustration, with the exception of timely order status updates.

4 How do I measure the success of my SMS campaigns?

You can monitor open rates, conversions, opt-outs, and click-through rates (CTR). To evaluate the success of your campaigns and make the necessary adjustments, compare these indicators to your goals.

5 What are the typical SMS open and read rates?

Around 98% of SMS messages are opened on average. Additionally, within the first three minutes of receiving an SMS message, the average read rate is 90%.

6 What content should my SMS messages contain?

SMS messages have character limits, so keep them concise and focused. Include valuable information, promotions, event details, or personalized offers. Always provide a clear call to action (CTA) to drive engagement.

7 How are text messages and push notifications different?

Push notifications are given through an app to users who have downloaded your app and have chosen to receive alerts. SMS does not require an app. Furthermore, many more people can receive SMS alerts as most cell phones can send and receive texts, whereas some devices can't download apps.

8 Is it possible to modify SMS messages?

To better communicate their message, marketers should tailor their SMS messages. Using audience selectors, you can tailor the audience, transmit time, and frequency as you would for any other supported channel. You can create incredibly personalized campaigns by including merge tags to include client information in your message and uploading audience lists.

9 How do I guarantee SMS delivery?

Choose a reputable SMS service provider. Maintain a clean and updated subscriber list. Avoid spammy language and make use of a recognizable sender name. Regularly monitor your delivery rates.

10 How does SMS differ from other messaging services like Facebook Messenger?

As a result of insufficient app requirements on some devices, SMS includes a broader audience. Additionally, SMS is more dependable for time-sensitive messages since it does not require internet connectivity or having a push notification setting turned on.

Ready to empower your digital marketing strategy with SMS messaging?

[Contact RafterOne](#) and we would be happy to discuss a way forward.