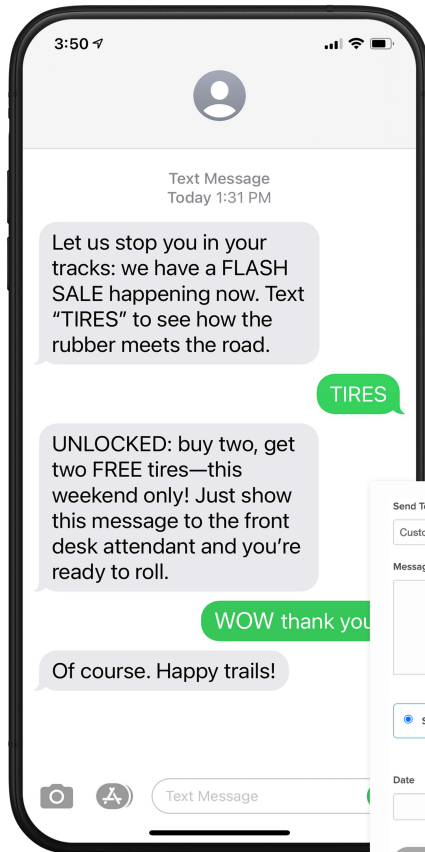




5 Out-of-the-Box SMS Marketing Campaigns

that will leave your customers saying WOW!



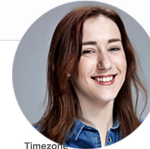
WOW



Aha!



Yes



Hello

A screenshot of a web-based SMS campaign management interface. It includes a "Send To" section with a dropdown menu set to "Customers" and a "Send Message" section with a large text input area. Below the input area are "Schedule" and "Send Now" buttons. At the bottom, there are fields for "Date", "Time", and "Timezone" (set to "Central Time (Chicago)"), along with "Send Test" and "Schedule" buttons.



Is SMS Marketing Really Effective?

We know what you're thinking. "I don't want to spam my customers with annoying text message blasts." And you are right! You should never spam your clients.

That's why we take a white-glove approach to training our VoxDirect Customers how to craft creative SMS campaigns, or use one of our many done-for-you campaign templates that wow customers and leave them wanting more.

The SMS proof is in the numbers...

54%

54% of consumers like receiving promotions and discounts via text message.

59%

59% of consumers would prefer receiving direct communications from businesses over having to download a separate app on their phone.

85%

85% of consumers prefer to receive an SMS over a voice call or an email.

A carefully crafted SMS message complete with discounts, promo codes and your own personal touch can generate 5x more customer engagement than other means of communication. All you need is the right messaging...

In this eBook, we'll show you 5 out of the box SMS marketing ideas that are bound to catch your customers attention and leave them saying WOW... that was clever!

1. Movies

Engage an entire culture of movie buffs with this clever SMS marketing strategy! Depending on your brand image and target buyer persona, choose a movie that will resonate with your customers. You can simply ask customers to text a movie title and reveal a fun workflow that references the movie.

Want to see how it works? Text “Matrix” or “Frozen” to 800-335-1552 .

Another approach to this movie-inspired campaign is to use famous movie quotes and ask your customers to finish the sentence.

- ✓ Wanna play a game? Right answer gets you 15% off! “oto, I’ve got a feeling we’re not in _____ anymore.”

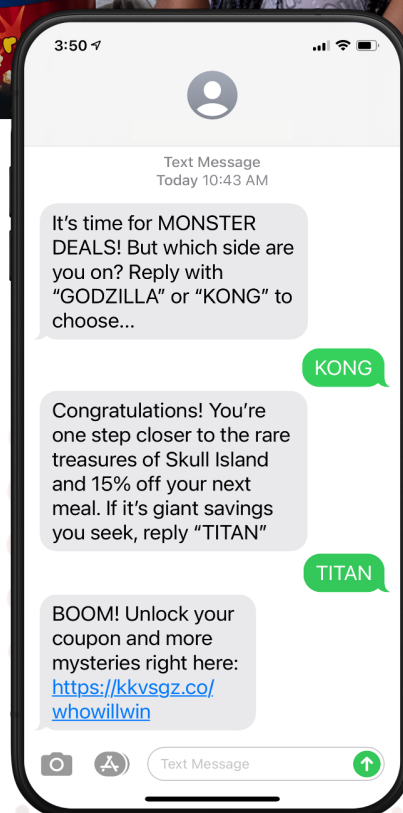
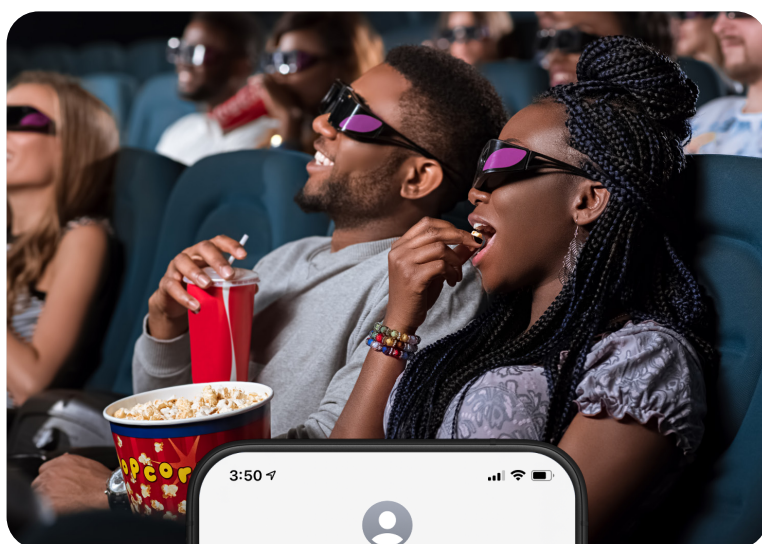
Response: KANSAS

- ✓ Finish the movie quote to win a 10% discount. “YOU WANT THE _____. YOU CAN’T HANDLE THE _____.”

Response: TRUTH!

- ✓ Finish this movie quote to find out how you can earn a spot in our upcoming sweepstakes! “My Momma always said, ‘Life was like a box of _____’”

Response: CHOCOLATES



2. Commercials

Whether it's during a Super Bowl or favorite tv show, who doesn't love a great commercial? See how your customers play a fun game of memory.

Fill in the blank:

- ✓ “The best part of waking up is _____ in your cup.” Quick! Fill in the blank to score 10% off your next purchase.

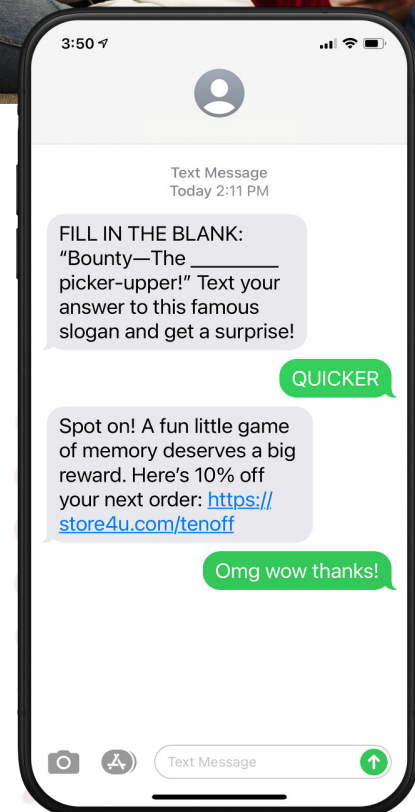
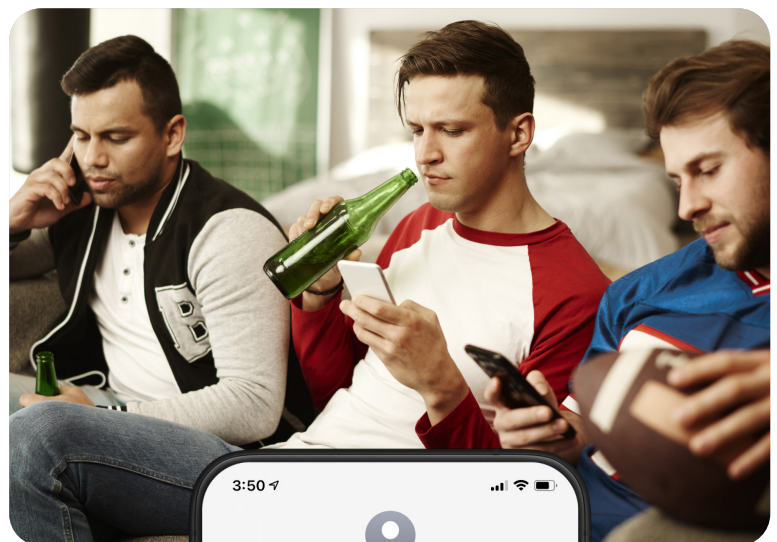
Response: FOLGERS

- ✓ “When you care enough to send the very _____.” Text your answer to reserve your seat at this week's training event!

Response: BEST

- ✓ “The Few. The Proud. The _____.” Fill in the blank to get 10% off your next online order.

Response: MARINES



3. Finish the Lyric

Music makes the people come together...
(yeah!) Madonna had the right idea!

Try a music-inspired SMS marketing campaign for a fun and energetic way to generate interaction with your customers. Your customers will love this

- ✓ Text YES to play FINISH THE LYRIC! Earn 20% OFF everything in our store!

Response: YES

Let's play. "I've got a feeling that tonight's gonna be a good..."

Response: NIGHT

- ✓ Hey music bu . Fill in the blank: "Because I'm happy. Clap along if you feel like a room without a..."

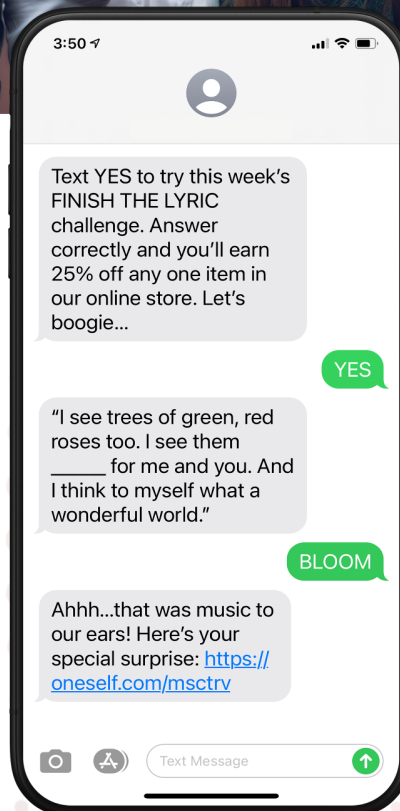
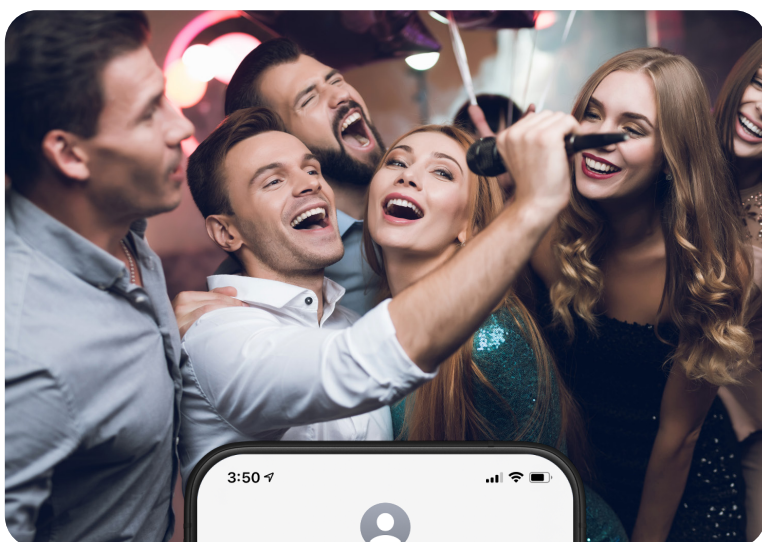
Response: ROOF

- ✓ Okay, rockstar. "Billie Jean is not my lover. She's just a girl who claims that I am the..."

Response: ONE

- ✓ Finish the lyric! "Love me tender. Love me..."

Response: TRUE



4. Rhymes or Riddles

Another clever way to reach your customers and generate authentic engagement without being spammy is generating some fun! Ask your customer-base a fun question and see who's up for the challenge.

- ✓ Answer the riddle and earn 10% **DISCOUNT ON ALL CAMPING GEAR**. I'm a mammal. Sometimes I go by Winnie or Yogi. And you should beware of me on your next camping trip!

Response: BEAR

- ✓ Calling all Fitness Coaches! Text the right answer to this question & earn a **FREE GIFT** at the big "New Year, New You" event this weekend! Is cucumber a fruit or a vegetable?

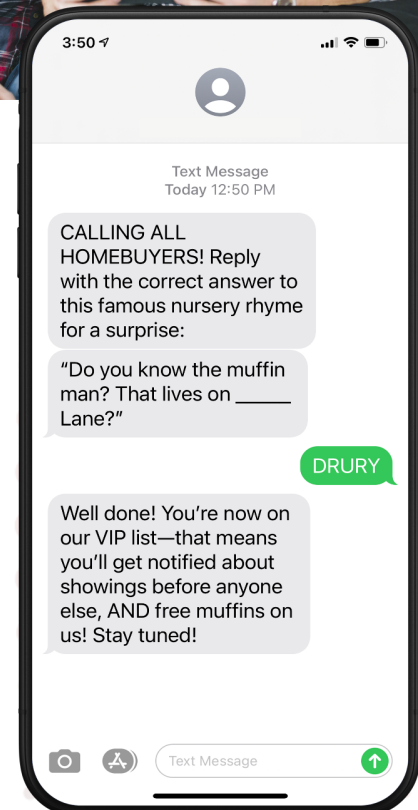
Response: FRUIT

- ✓ Hey FAM. What color do you think our new Aviator Sunglasses are going to be? (Hint: The sky is ____) Right answer gets your name on the exclusive list to pre-order.

Response: BLUE

- ✓ It's BOGO time! Answer this rhyme to get a **BOGO** drink of your choice this weekend. "Hickory Dickory Dock. The mouse ran up the _____"

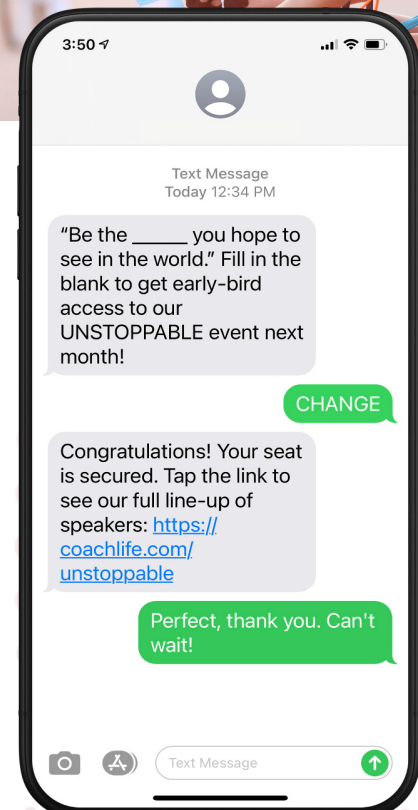
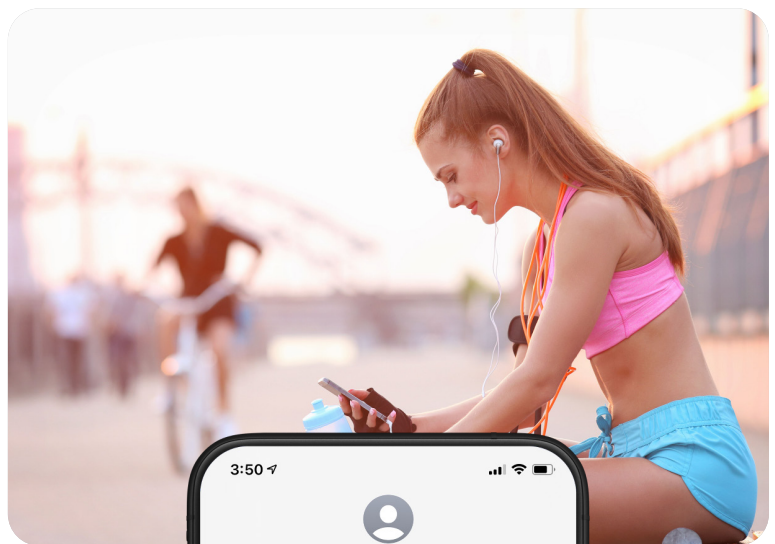
Response: CLOCK



5. Motivational Quotes & Affirmations

Another clever way to reach your customers and generate authentic engagement without being spammy is generating some fun! Ask your customer-base a fun question and see who's up for the challenge.

- ✓ “The Best Way To Get Started Is To Quit Talking And Begin Doing.” – Walt Disney - Start your fitness membership today!
- ✓ “We May Encounter Many Defeats But We Must Not Be Defeated.” – Maya Angelou - Text WIN to receive 10% off your next meal.
- ✓ “Do one thing every day that scares you.”– Eleanor Roosevelt. Text BRAVE for available lessons at Studio D.



Better Conversations = Higher Conversations

Text message marketing is a powerful strategy to boost awareness of your brand, drive customer engagement and accelerate the growth of your business – all from the palm of your hand. But in order to really stand out, capture your customers' attention, avoid boring texts, and take the time to create meaningful relationships that drive better conversations.

With the VoxDirect SMS marketing tools, you not only gain a simple-to-use platform complete with a variety of text features, but a trusted partner to help you build and fine-tune your campaigns. Think outside the box and stand out in a crowded market with VoxDirect.

**Text VOXOX to 800-335-1552
to learn more.**

