



Do This, Not That:

A Guide to SMS for eCommerce

The modern shopper is bombarded with ads all the live-long day. They scroll past dozens of ads every time they open up social media, and receive 121 emails per day – most of which head straight to the Spam folder, or get outshined by more important work emails.

Texting is a way to reach your customers instantly, directly, and guarantee your message won't be lost in Spam-land.



Delivering creative texts to customers has proven to be an effective way to drive engagement and studies show that 75% of consumers are comfortable and even happy to receive texts. But with such great statistics, how do you ensure that your messages don't become unwanted spam?

In this guide, we'll walk you through the do's and don'ts of SMS marketing for eCommerce!

eCommerce Text Marketing Etiquette

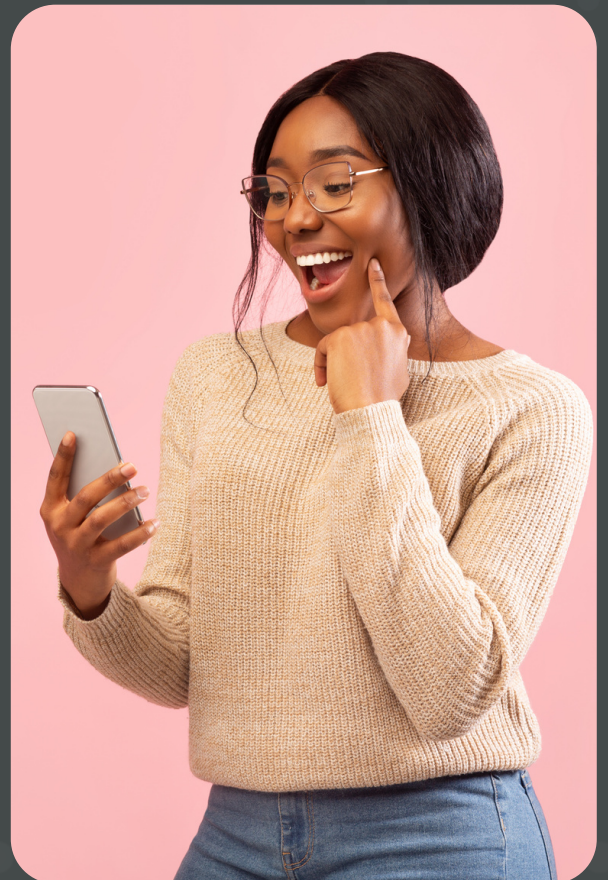
Do *This*.

Always, always, always get consent. Your customers want to hear from you, but only if they've opted into your campaigns. SMS compliance regulations require businesses to obtain consent from their customers before sending any texts to their phones.

Not *That*.

Don't think your customers will be stoked to receive a surprise discount code even if they didn't opt in. The bottom line... get consent and don't break the law.

With a text automation service like VOXOX, it's incredibly easy to get your customers to opt into your SMS campaigns. Simply ask your list of contacts to text a chosen keyword to your designated business number and they'll be instantly (and legally) added as a subscriber!

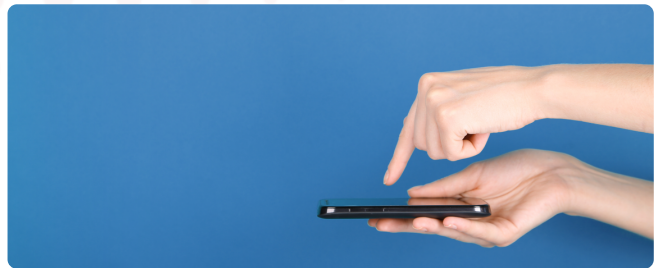


Do *This*.

Know your audience. Any seasoned marketer will tell you that understanding your audience is the first step to effectively marketing to them. So, before you blow up your customers' phones with sale alerts and promo codes for products you THINK they want, do some research surrounding what they like.

You'll also want to consider the messaging your audience will resonate with the most. Emojis 😊 or no emojis ☐? Slang or serious? Once you nail your messaging, you can ensure your campaigns are more conversational and productive.

Not *That*.



Seek to understand, not to be understood! Don't assume your audience will like what YOU like, or that all your customers are the same. Instead, seek to know and understand them better.

One of the biggest mistakes a business owner can make is using their own likes and dislikes as an indicator of what their customers will enjoy. You might know your business and the problem it solves, but don't assume you know your customers until you do the research!

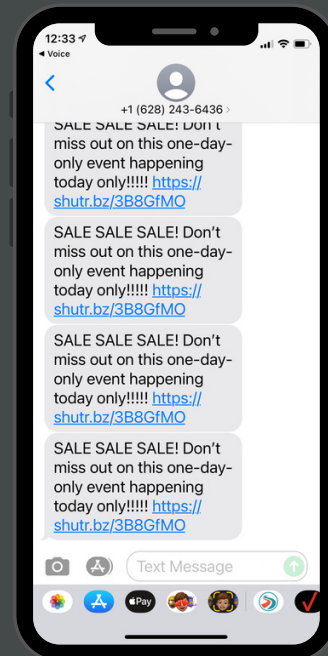
You also don't want to lump all of your customers into the same box. This is where **audience segmentation** comes in handy. The right text marketing tool will allow you to segment your customers into different groups based on interests, location, age, and other specifics, so you can personalize your messaging to each group.

Do *This*.

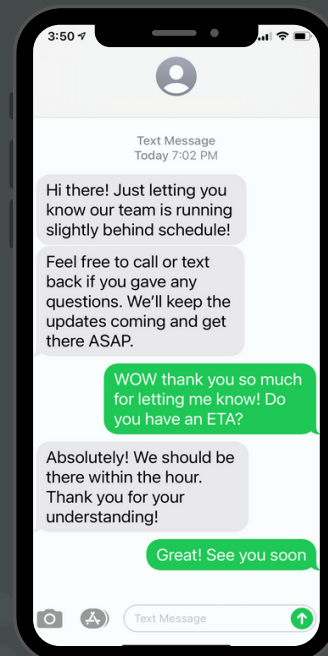
Use conversational two-way messaging. Most SMS providers today offer two-way texting, so customers can have a natural conversation to find the information they need. And since 9 out of 10 consumers wish they could text a business, two-way texting seems to be the most effective way to provide the best customer service.

Not *That*.

When you think of text marketing, you might picture an inbox full of the same text message over and over again. It looks a little like this...



Conversational two-way messaging allows you to avoid this “spam-likely” messaging approach and instead implement a more human-like approach. Set up pre-built autoresponders that guide your customer through an efficient, yet natural conversation to find the answer to their question, details about their order, or schedule a time to talk to an actual human.



Do *This*.

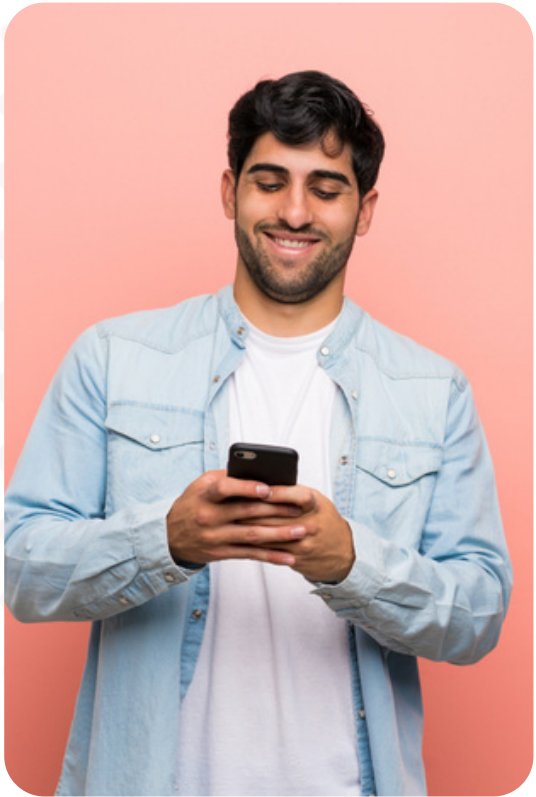
Get creative! While your customers love discounts, promo codes, and flash sales, there are other ways you can engage your base via SMS. Try these options:

- Notify a customer when a previously sold-out item on their wish list comes back in stock!
- Send a gentle reminder if a customer has abandoned items in their cart - (extra points: offer a discount to get them to complete their order!)
- Ask your customer to leave a review about their purchased items with the incentive of a discount!

Not *That*.

Don't make these common and completely avoidable mistakes.

- Using proper spelling and grammar (don't forget to triple check for typos!)
- Text your customers too early or too late (make sure to consider varying time zones!)
- Forget to follow up or through (a courteous response time is within 24 hours if not immediate!)



AI-powered SMS for eCommerce

Ready to take your eCommerce business to the next level?

With VOXOX all-in-one communications hub, you can build the business and the life of your dreams. Our text and voice automation allows eCommerce entrepreneurs to save time, discover new opportunities for growth and make more money.

What are you waiting for?

Book your VOXOX
demo today!

