

The Ultimate Guide to SMS Marketing

Everything You Need to Know to Engage Customers and Grow Sales



Citrus Sweet Cupcakes



Chocolate Filled Shortbreads



Macaroon Favorites Assortment

A strategy brief created by Klaviyo and Trinity



Creative, development, and optimization services for eCommerce



A marketing automation platform built for eCommerce businesses. Klaviyo helps businesses grow through their own customer data to create personalized experiences across email, SMS, web, and social.

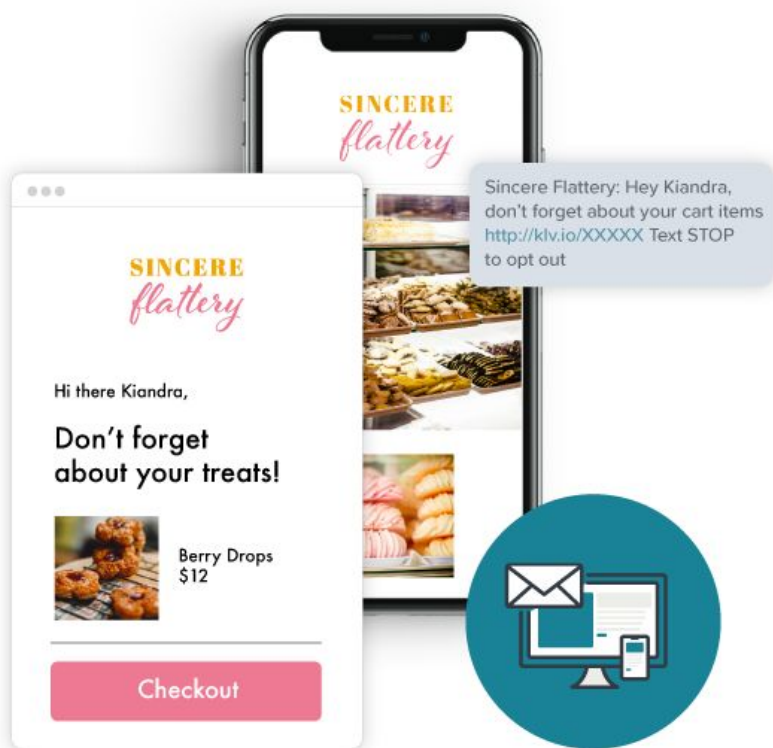
Getting Started

As the pace of digital transformation continues to accelerate in North America and beyond, the need to better engage with customers becomes increasingly of more importance.

Savvy marketers understand the value of each touchpoint within the customer journey and know that the more strategically you interact with your audience through relevant engagements, the more that consumer will likely spend with you over time.

That's why at Trinity we are so excited to be launching new SMS capabilities when creating online customer journeys for our brand customers with Klaviyo.

This new medium (SMS) provides the opportunity to improve core transaction experiences (ex. ship confirmations) as well as marketing opportunities to promote new offerings and engage with new content.



Working together with email, your website, and core acquisition channels like Facebook - SMS marketing provides improved engagement and an additional channel to drive conversions.

That's why we created the guide below to help you maximize your SMS marketing efforts.

What's your next step? Start below. Assess which of these strategies can be leveraged within your business to better serve your customers.

Let's get started!





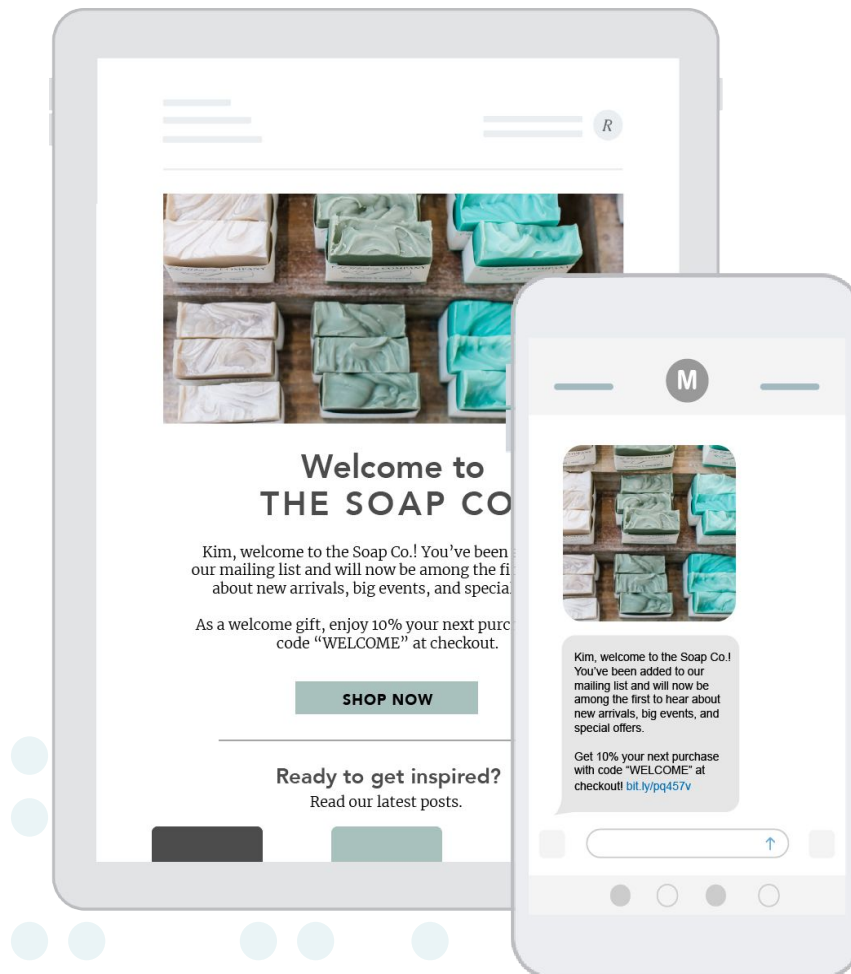
Immediately connect through welcome texts & emails

Making the right first impression is a critical part of delivering a great first experience with your brand. By using a multichannel approach to communication after an initial order, the customer is understanding the ability to gain information and interact within multiple ways.

Key immediate connect strategies include:

- **“Thank you” with option of personalized messaging**

A personalized thank you goes a long way to building customer loyalty. Brands can offer concierge service or follow up by enabling the customer to text back a simple word such as “help”





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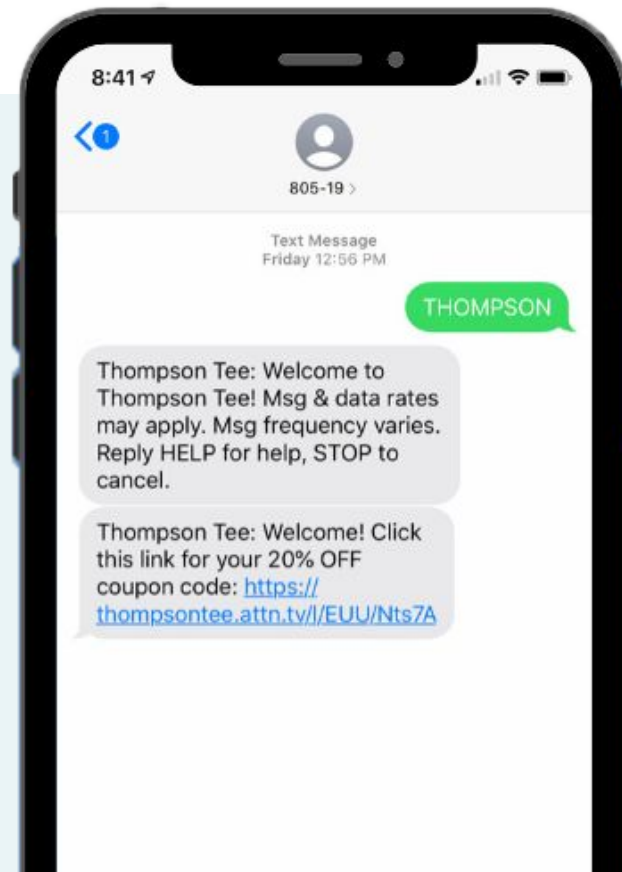
- **Promotion, discount or other reward**

After a shopper signs up, it's always a good idea to give an initial promotion to get immediate engagement. Focus on time sensitive promotions to spur that initial conversion after the opt-in.

Options include: discounts, shipping upgrades, buy one/get one promotions, entries into sweepstakes as well as initial "points" within their account as a thank you.

- **Legal/permission-based jargon with a playful approach**

Obviously, any marketer needs to comply with all CAN-Spam compliance and any double confirmation for opt-in processes. In situations where your brand needs additional permission, use text messages to quickly get approvals while using playful language.



A welcome text with a 20% discount from Thompson Tee

