

# Get a VIP pass to your customers' attention with SMS

Just like a personal call from a trusted friend, SMS text messages give you a direct line to your customer, like having a VIP pass. While social posts can be like broadcasting on a busy street corner, text messages are more like knocking on someone's front door — personal, immediate, and hard to ignore.

With almost everyone checking their phone multiple times a day, SMS text messaging is a great way to keep your subscribers in the loop and get your messages seen. Whether you are announcing important business updates, sharing a quick reminder, or sending time-sensitive information, text messages cut through the digital noise and drive immediate action.

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## STEPS TO SUCCESS

1. **Use an incentive.** Offer special discounts and exclusive offers for SMS subscribers to encourage them to join your list.
2. **Send a welcome text.** Welcome texts let people know what to expect, building trust and keeping your brand top of mind after they sign up. Welcome texts are usually triggered as soon as someone signs up for your list.
3. **Personalize messages.** Customize and automatically send text messages based on their interests and special dates, like birthdays or anniversaries.
4. **Keep subscribers informed.** Use regular incentives to purchase or donate by sending reminder texts, VIP discounts, links to your newsletter, or product announcements.
5. **Help subscribers get involved.** Share ways subscribers can get involved with your organization or make a donation.

### How to measure success

Since SMS has higher open rates than email, look at the click and unsubscribe rates. This helps you determine if your text message was successful or if you need to switch things up.



## REAL RESULTS

*Woodford Cedar Run Wildlife Refuge is a 171-acre, non-profit wildlife refuge that uses SMS text messaging to help drive donations.*

Read their story



## Try it yourself

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