

# Text Ideas that **[Actually]** Work

Adding text (SMS) to your marketing mix is a powerful way to grab attention, provide real-time updates, and drive impactful results. But if you're not sure how you can use text marketing for your business or organization, we've got you covered.

**Here are some practical SMS strategies to boost engagement.**

**1**

**Add names when possible**

**2**

**Stay under 160 characters**

**3**

**Include a call to action**

**4**

**Test and tweak**

## What to send for your industry

Let's be real, SMS marketing works. But blasting just any ol' text? That's how you end up in the 'STOP' zone. Here's how to do it right, industry by industry.

### **Business & Professional Services**

(Admin support, consulting, legal, financial, IT, web development, tech support, software)



Billing, service, and document submission reminders



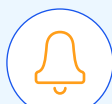
Schedule confirmations or policy changes



Workshop or webinar invites

### **Health, Wellness, & Personal Care**

(Physicians, mental health, nutrition, salons, fitness, home health, dental, veterinary care, pet services)



Exam and prescription reminders



Appointment reminders, updates, and preparation



Follow-up care information

### **Dining & Entertainment**

(Restaurants, tourism, travel, artists, writers, photographers, performers, bloggers)



Daily/weekly specials or menu updates



Show, gallery, or event invites



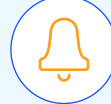
Loyalty program or upgrade opportunities

### **Education, Child Care, Family Care, & Elder Services**

(Schools, learning centers, tutors, daycares, nursing homes)



Enrollment openings, deadlines, or waitlist opportunities



Parent/student reminders and requests



Support group/event notifications

### **Real Estate, Home, & Maintenance Services**

(Agents, brokers, cleaning, landscaping, construction, contractors, and repairs)



New listings, open house, or price drop notifications



Maintenance reminders



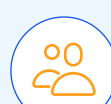
Appointment reminders and ETAs

### **Community, Faith, & Nonprofits**

(Government, faith-based organizations, nonprofits)



Donation drives, urgent appeals, or prayer requests



Volunteer opportunities



Project progress and program updates

### **Retail & ecommerce**

(Brick-and-mortar shops, online sellers, boutiques)



Inventory changes and back-in-stock notifications



Abandoned cart reminders



Gift ideas and shipping reminders

## Ideas that Work in **[Any]** Industry

Whether you're selling sneakers or bookkeeping services, here are some text ideas that just work.



Ask for feedback or a review



Expert tips and advice



Exclusive offers, flash sales, or promotions



Service hours and closings



Pair with important email announcements  
(ex. Check your inbox for more information.)



New product and service announcements

**Still not sure how you could use text for your business or organization?**

Tell us more about your organization [in our community](#) to get feedback and suggestions from our experts.