



# The Insider's Guide to SMS Templates



# Why Use SMS Templates in Messaging?

We all know SMS and text messaging is the wave of the future for conversing with your markets. Research proves that your audience members like texting even better when it's efficient and relevant for them.

**76%** of US consumers said that speed is the most important feature of service-based messaging to positively impact satisfaction.

**91%** of users who opted in to receive texts from a brand see those messages as "somewhat" or "very useful".

Using SMS templates accelerates and increases your business results from text messaging. SMS templates are pre-defined content for a variety of messaging conversations and responses. SMS templates give you best practices approaches to messaging content, so you immediately start with the best content possible. They guide sales and service reps to deliver the best possible responses to your prospects and customers. They also serve to assure that your messages meet carrier regulations to optimize your delivery effectiveness.

When you use SMS templates in business, you can and will increase your marketing, sales and support results, beyond what you'll receive with basic text messaging. **Specifically, you will:**

Personalize your marketing outreach with highly compelling and relevant information.

Increase sales effectiveness with responses that are proven to close more business.

Accelerate time-to-resolution by giving support reps the best possible response to customer issues.

Leading messaging vendors offer SMS content templates to jumpstart your messaging deployment. Be sure to check with any vendor to understand the content templates and capabilities they offer.

# How SMS Templates Work

We all know how content templates work for proposals, marketing materials and even resumes.

SMS templates offer similar value for jumpstarting your text messaging content. For example, your vendor should offer samples of proven SMS templates that include ideas for consent and confirmations, different types of campaigns (marketing, customer success etc), surveys, scheduling, automating document processes and more. You should also receive sample templates for single messages that are often used in your specific industry.

- Use these templates as the basis of your campaign, survey or other automated messaging responses.
- Tune them to match your company specifics (e.g., name, offering etc).
- Save the tuned versions and then you can reuse these templates as the baseline for other campaigns and needs.
- You can also monitor the results of these templates, tune them and monitor again to A/B test specific types of content for specific purposes.

SMS templates also offer the value of creating consistency across your sales and service team responses, with Rapid Response Templates. **Here's how:**

- Let's say you have a top tier of reps that either a) sell more product faster than other reps or b) resolve common customer issues more effectively and faster than other reps.
- You can easily capture the content these highly successful reps use in their SMS messaging, create templates using that content (with any adjustments you might want) and then share these with all the other reps in your organization. Or share them with a subset of reps, based on your permissions.
- With Rapid Response Templates, reps simply select the template that answers the specific question or directs to the appropriate resolution for the customer's issue.
- New reps offer proven responses out of the gate, even before they are trained. And all reps use the best possible responses to convert more customers and retain them with powerful service responses.

SMS templates should be easy to select, customize and store from within your messaging application. The ability to customize should be protected by your permissions so that only specific users can update or create new templates.

# How to Use SMS Templates to Personalize Your Marketing

SMS templates let you create and send compelling outbound messages, highly relevant nurture campaigns and personalized questions to more deeply profile your audience members. When you use SMS Templates to personalize your marketing, you'll begin your messaging programs faster, use best practices to improve results and be able to quickly deploy more types of messaging campaigns to accelerate marketing results.

SMS Templates are pre-defined content templates that you can select to use in your message marketing. Your messaging vendor should provide a range of customer-proven templates to get you started. At SMS-Magic, we offer both general and industry-specific templates for our customers.

Begin by tuning these templates with content that history has shown is compelling to your audience. Then, track your messages responses to assure that your content is indeed relevant.

## **How do you begin message marketing? Here's what we recommend:**

- Decide what buyer problems or opportunities you want to target with your message marketing. For example, staffing companies may want to begin with specific classifications of jobs, e.g., technical support, retail sales, administrative support etc. Product companies may want to target specific buyer profiles, offer discounts on certain product offerings etc.
- Create offers in your marketing materials that direct buyers in these target areas to opt-in to your program by texting a keyword to your text number. We recommend you use different keywords for different campaigns/interest areas so you can track and measure your success.
- For each of your target areas, you'll need to tune content templates to reflect your specific offer and value.
  - Use vendor recommended templates for capturing consent to be sure you are compliant with local regulatory requirements.
  - Tune a message response for each of your opt-in offers that fulfills that promise.
  - To create a nurture campaign to begin after this message, tune a set of nurture campaign content templates to deliver relevant information based on the specific offer and your buyers' intent, based on that offer.

- Add a couple of simple but important profiling questions to any nurture. It's a great way to let your prospect know you care about their individual needs. You get to know your individual audience members better, so you can provide even more compelling content.
- For example, if you have three product lines, ask them which they are interested in learning about. If you offer multiple types of services, jobs or degrees to companies, candidates or students, ask them which they are interested in. Offer a simple keyword to respond that reflects their area of interest. Their response is stored in their record, so you'll know what information is relevant to send them next.
- If you send customer surveys, tune a few survey template questions and send them in a nurture-type campaign, using simple keywords for their responses. Again, use different keywords for different interests. Every individual buyer's responses will be stored for your review and analysis.
- Once you have the above templates tuned to your specific messaging and value, you can easily save and reuse them in other marketing campaigns.

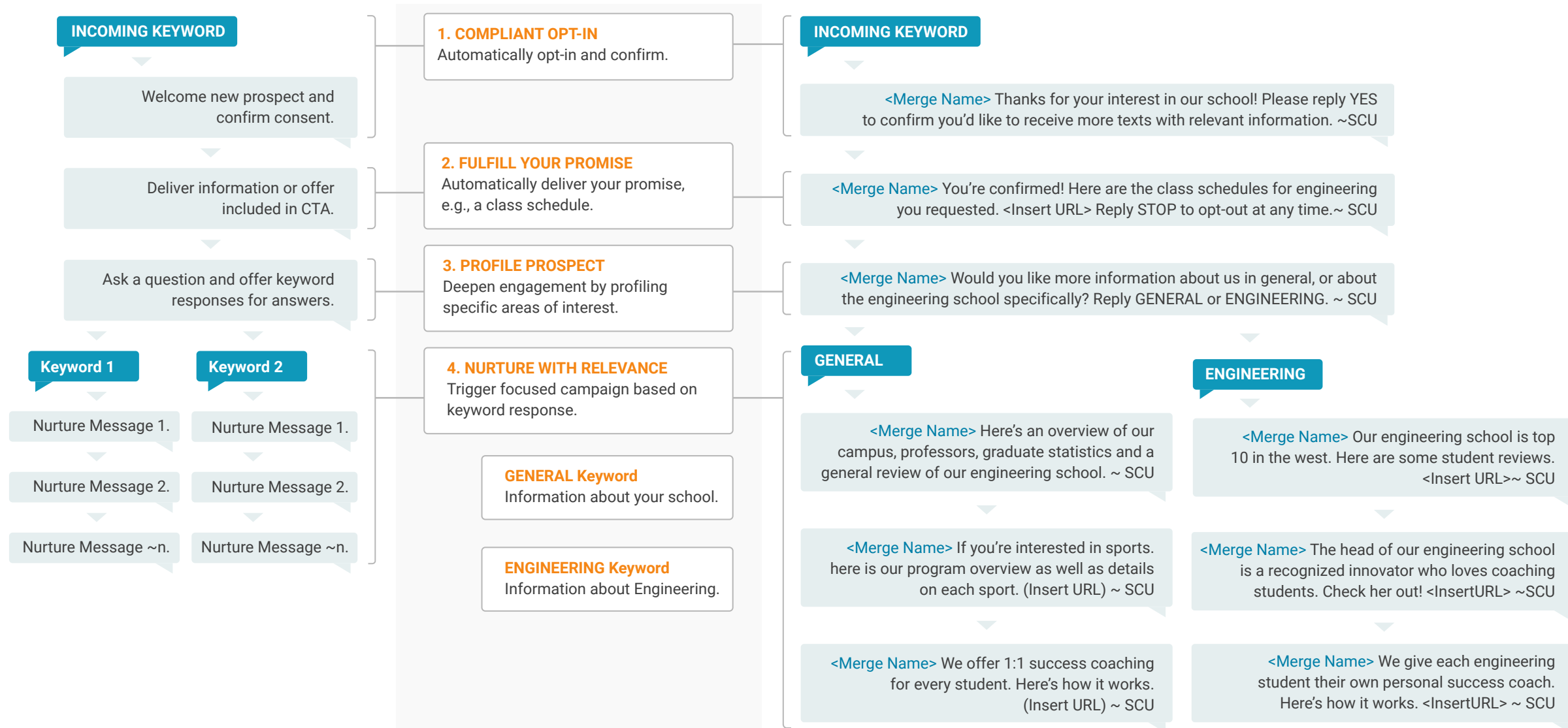
Following are two examples of SMS templates in marketing; for prospect nurturing and progressive profiling.



## Messaging Steps

## Purpose of Message(s)

## Sample Content Templates





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# How to Use SMS Templates to Accelerate Sales and Service

82% of customers expect immediate response to questions, while the average support response time is over twelve hours. When you know how to use SMS templates as part of a text messaging strategy, you will accelerate your sales and support responses. Even better, you'll give your buyers the communication channel they prefer.

SMS templates can be used to both accelerate and improve the quality of your sales and support conversations. You'll also onboard new reps and empower them to immediately begin to create relevant, compelling conversations as they select proven, powerful responses.

We all know that the reps who close more business and resolve issues faster are the reps with the most knowledge and experience. SMS templates empower you to share the expertise of your best reps with all of your sales teams, easily and effectively.

## Here's how:

- Research the most common buying questions asked by prospects, and/or the most common customer issues faced by support reps.
- Then, gather the information/resolutions that your highly successful reps use to respond to these questions. Identify the answers that successfully overcome the objection and move the deal forward, or quickly resolve the customer issue. Quite often there is more than one answer, so collect all the potential answers and resolutions.
- Take all of these answers/resolutions and categorize them into groups, by the question or issue being asked.
- Then, create SMS templates for each of the categories and individual answers. Be sure to group them based on the question or issue. You may need to use the same answer in multiple categories.
- Share these rapid response/resolution templates with all of your reps as part of your SMS messaging interface. Your vendor should support the easy addition of such templates as part of the interactive Desk or Inbox reps used to send and receive messaging conversations.
- Be sure you train the reps on how to search for and find, then use, the most appropriate templates to accelerate responses that are relevant and right on the nose.

The graphics on the following pages share examples of Sales and Service templates.



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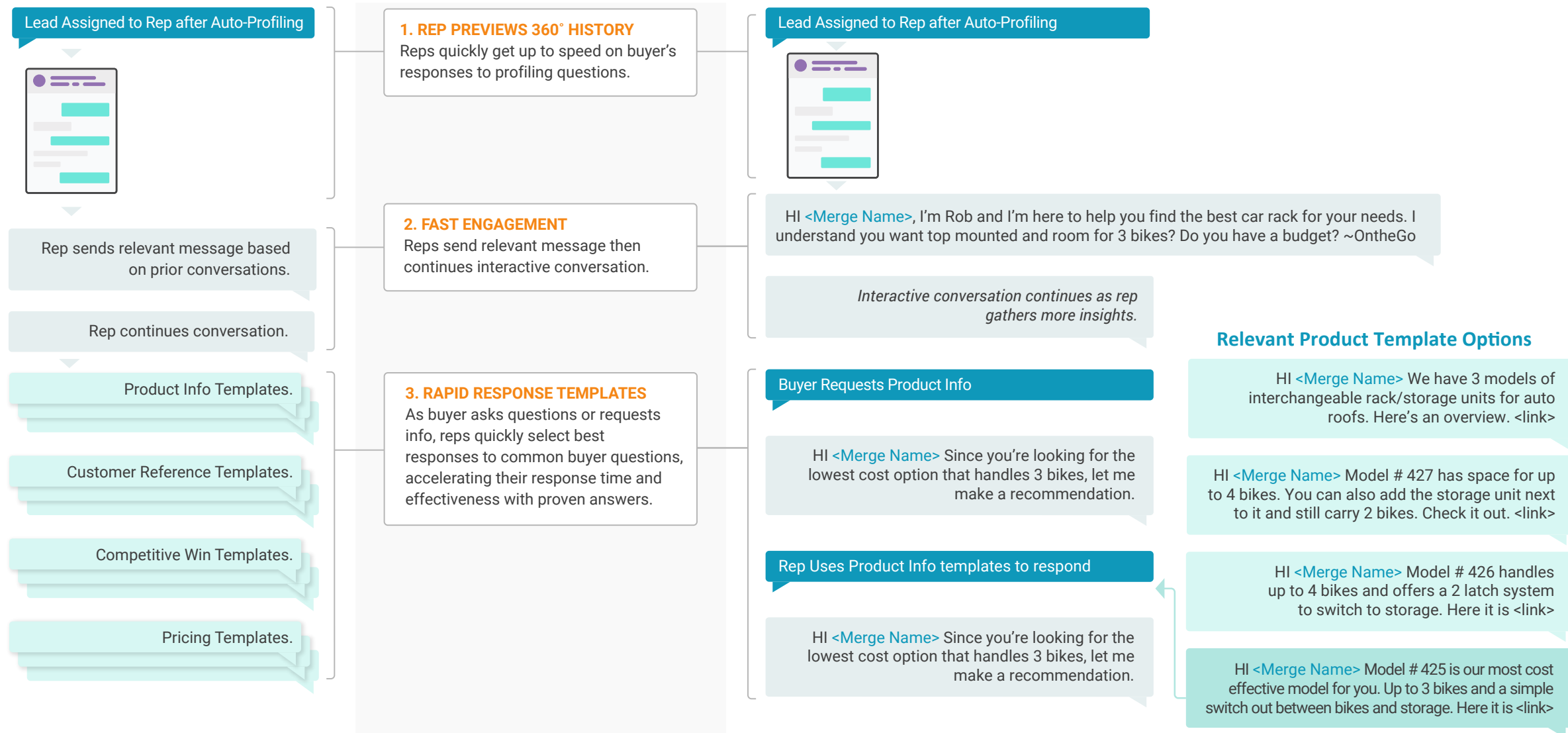
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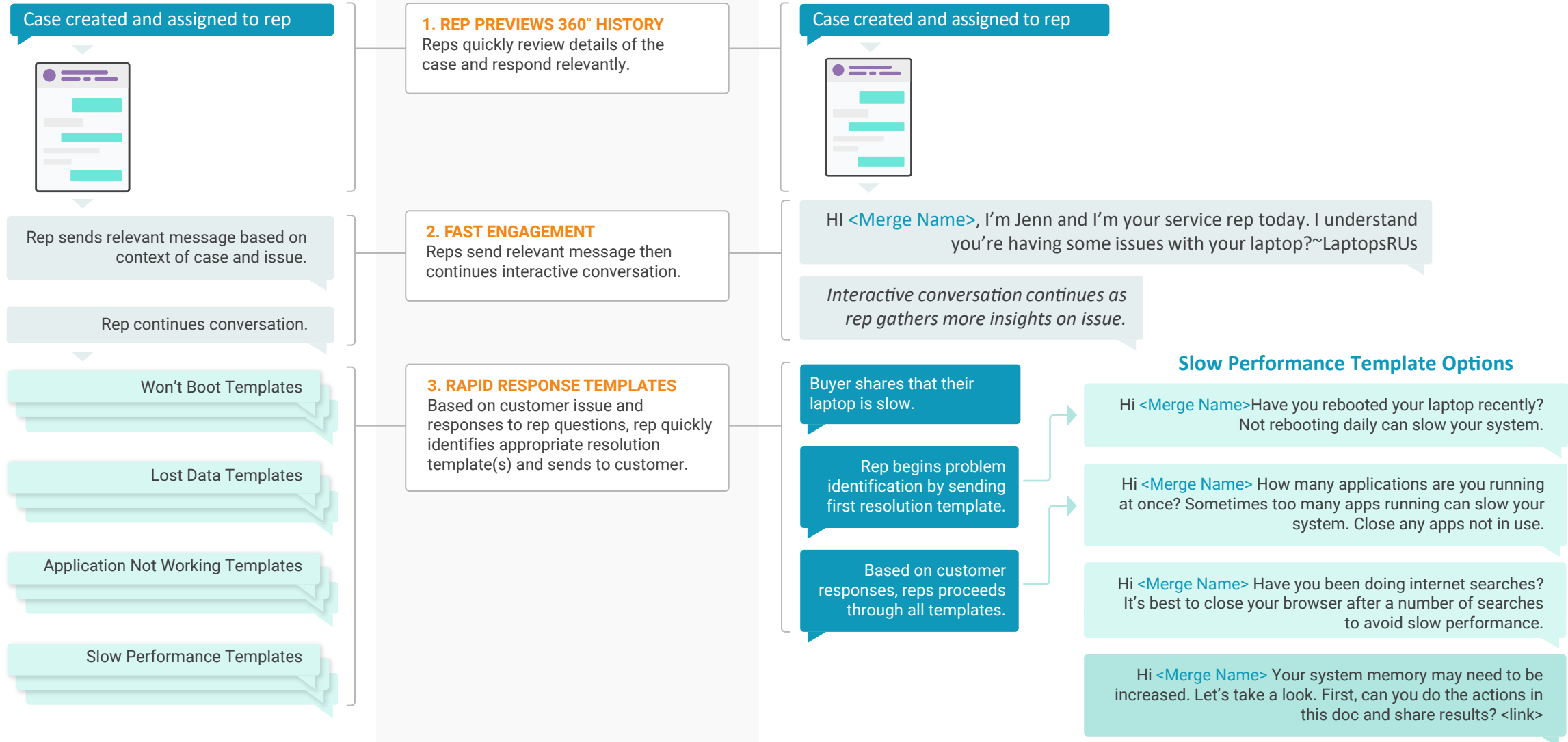
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# Unique SMS Templates for Your Industry

SMS templates designed specifically for unique industries and use cases accelerate your time-to-messaging, improve your results from messaging, increase conversions and improve your customer success.

Our global customers rely on SMS templates to enhance the success of their messaging strategies.

SMS templates also ensure that your message structures, sizes, and content are compliant with your carrier's requirements, significantly increasing the delivery success of every single mess.

Even though the underlying use cases and message campaigns are similar across all industries, every industry has unique content requirements for their messages. That's why industry-specific SMS templates are important.

**For example, target audiences and what you offer to them varies significantly by industry:**

- Sales, Financial Services and Contact Centers are generally focused on prospects and customers. Their offerings include products and services.
- Higher Education organizations focus on prospective students, students and graduates. Their offerings include undergraduate and graduate degrees, financial aid and work study programs and student success coaching.
- Wellness businesses serve prospective patients and patients with services, supplements, testing and more.
- Staffing agencies serve passive and active candidates, as well as their own customers. Their offerings include jobs, interview support, resume mentoring, scheduling and candidate surveys.

The differences described alone demonstrate why you need specific templates for your industry. That's why SMS-Magic offers industry-specific content templates, to accelerate your messaging deployments.

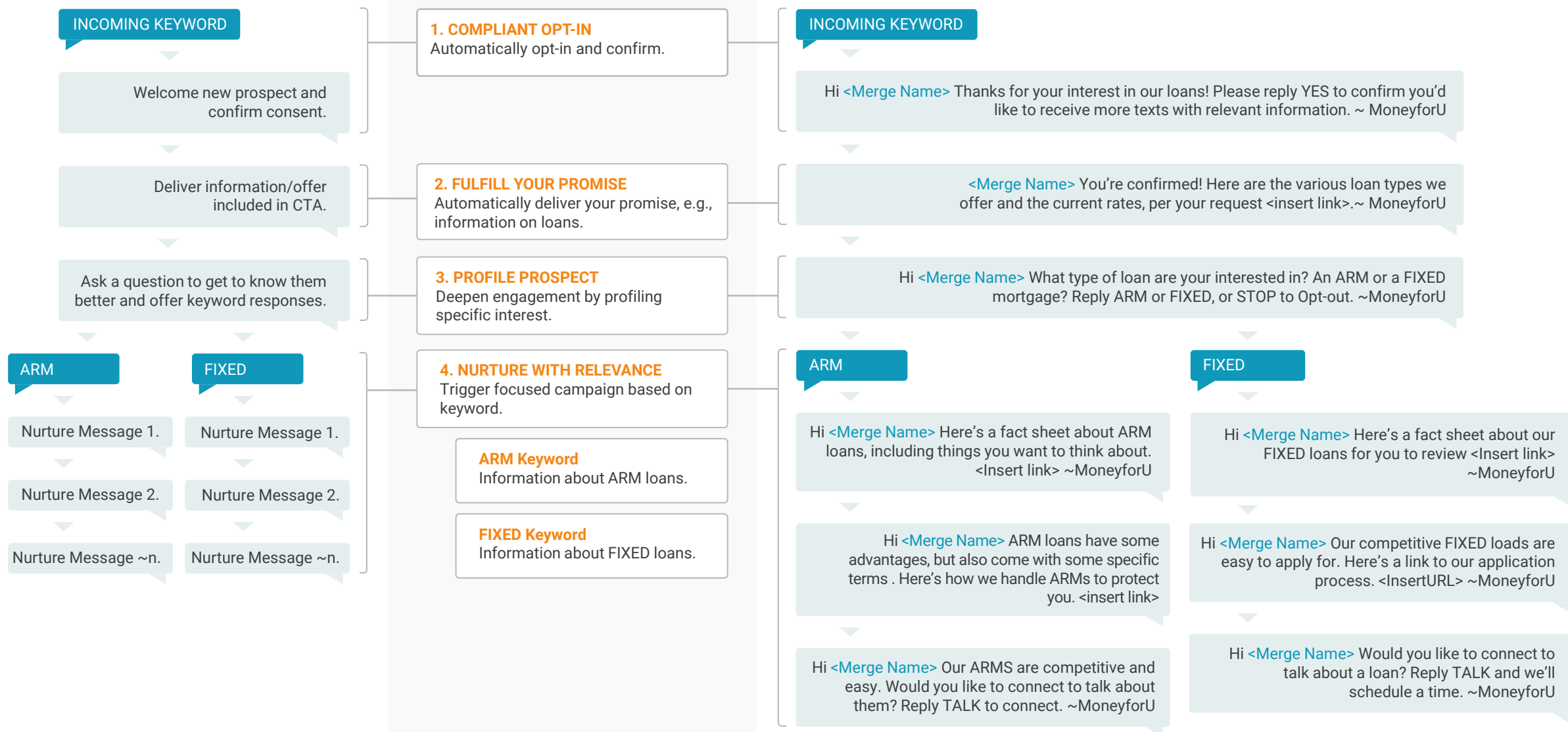
To optimize your messaging strategy's success, you need to be sure to leverage SMS solutions designed specifically for your industry. SMS templates are a key aspect of these solutions.

The following pages offer popular use cases and SMS templates for a variety of industries.

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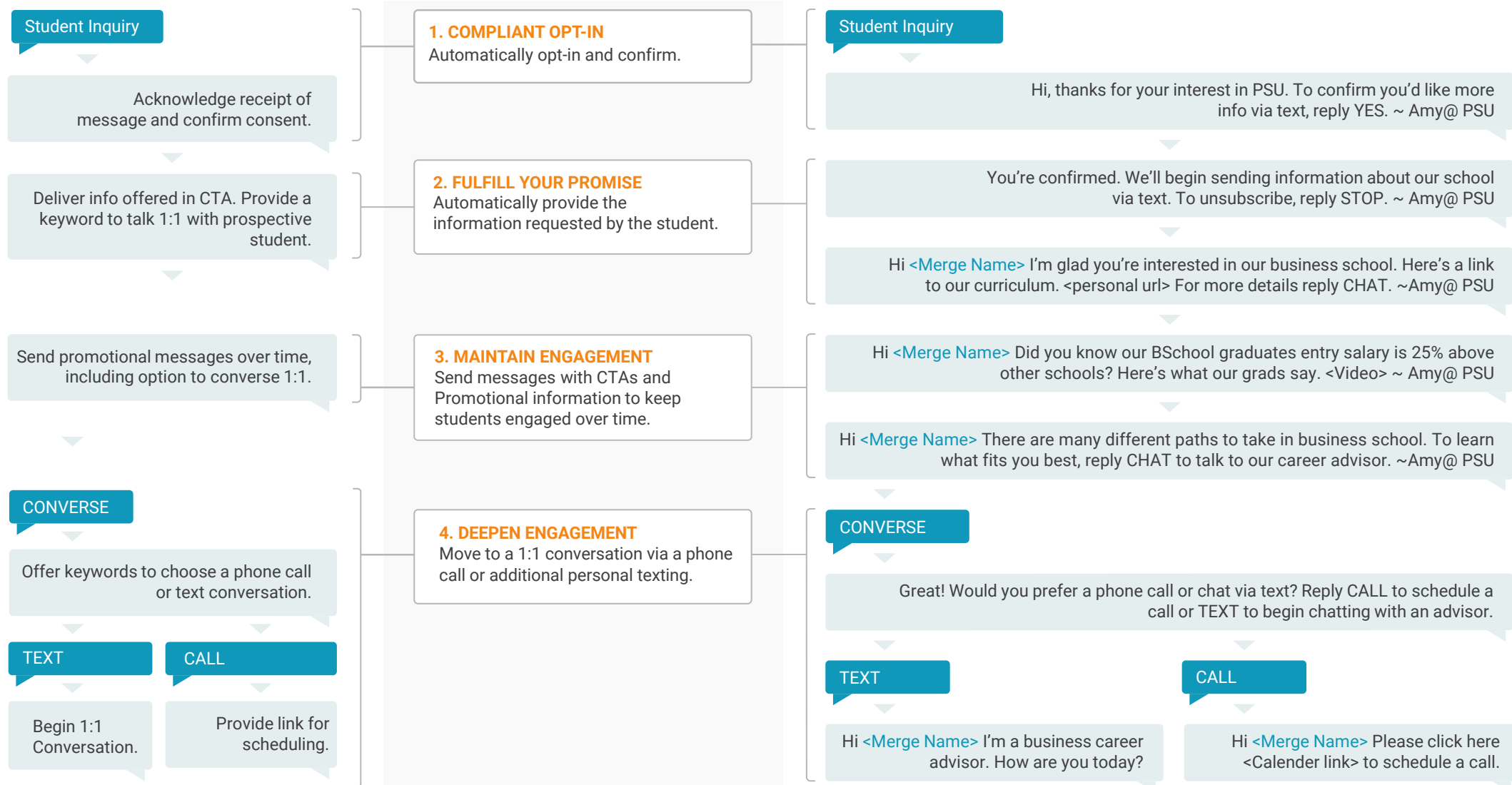
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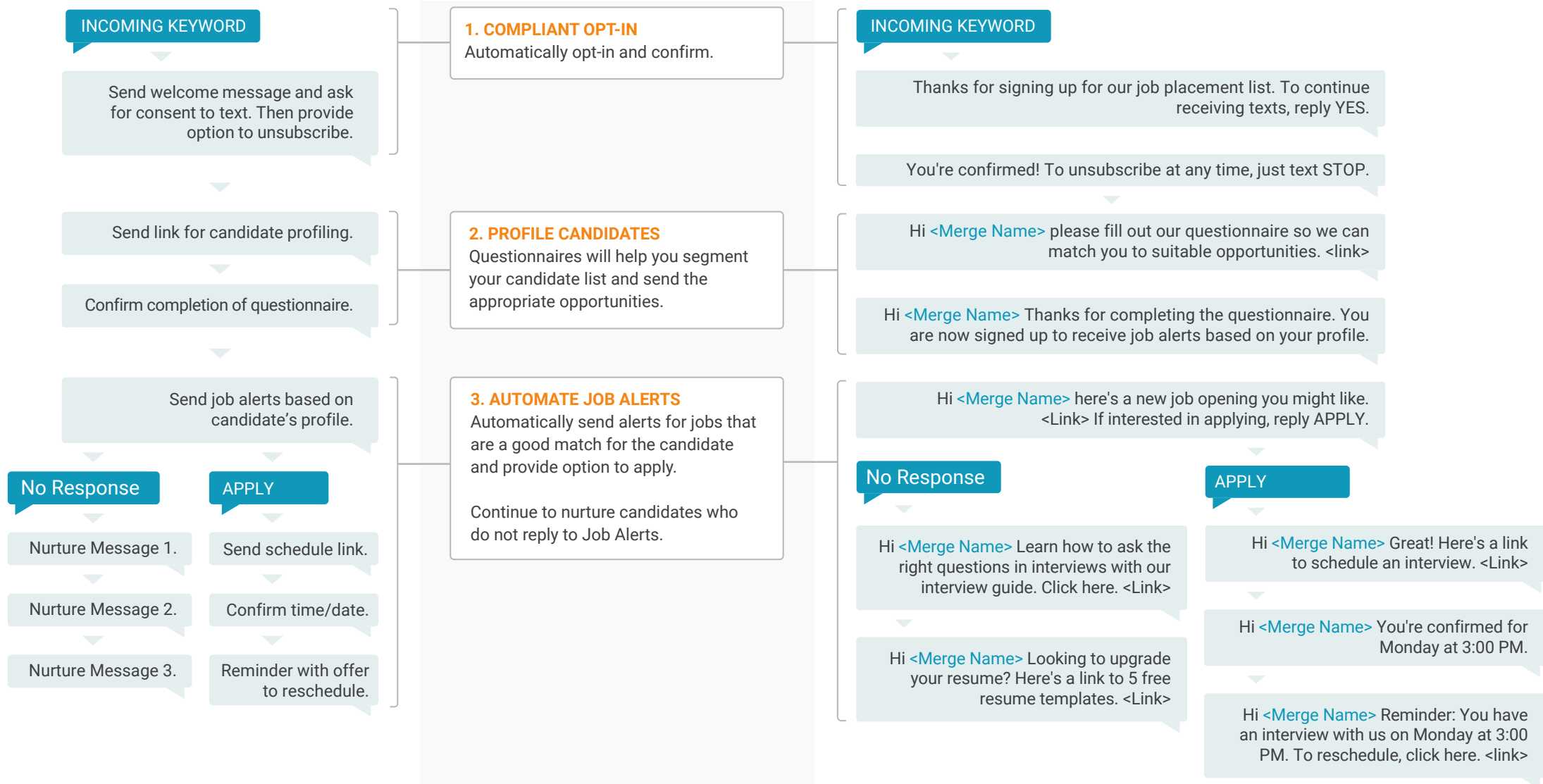




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### Customer Texts in for Help

Automated first response to customer with confirmation of consent.

First automated question to find out what kind of help the customer needs.

Profile questions are sent one at a time to narrow down what information to send to customer.

Profiling Question 1.

Profiling Question 2.

Profiling Question 3.

Once profiling is complete a link to the appropriate products is sent and the customer is notified that a sales associate will reach out shortly.

### 1. IMMEDIATE RESPONSE

Automated response message is sent immediately to customer when they text in.

### 2. QUICKLY PROFILE CUSTOMERS

Automated profiling questions help gather the information needed to provide relevant product recommendations.

### 3. PROFILE RELEVANT INFO, ASSIGN REP

Provide product information to customer to look at until the rep reaches out to help them choose a product.

### Customer Texts in for Help

Thanks for texting us! We're happy to help with whatever your adventure needs are. To confirm you'd like to receive texts from OntheGo please reply YES.~ OntheGo

YES

Great, how can we help? Reply SHOP for help choosing a product, or SERVICE for help with an existing order.~OntheGo

SHOP

We'd love to help you choose the right product. Are you looking for RACKS CARGO BOXES, OR ROOF TENTS?

YES

We're sure to have a rack to meet your needs. Do you need a rack for a CAR or SUV?

RACKS

Awesome, we have lots of different car racks to choose from. Are you looking to for a rack for BIKES, SNOWBOARDS, O KAYAKS?

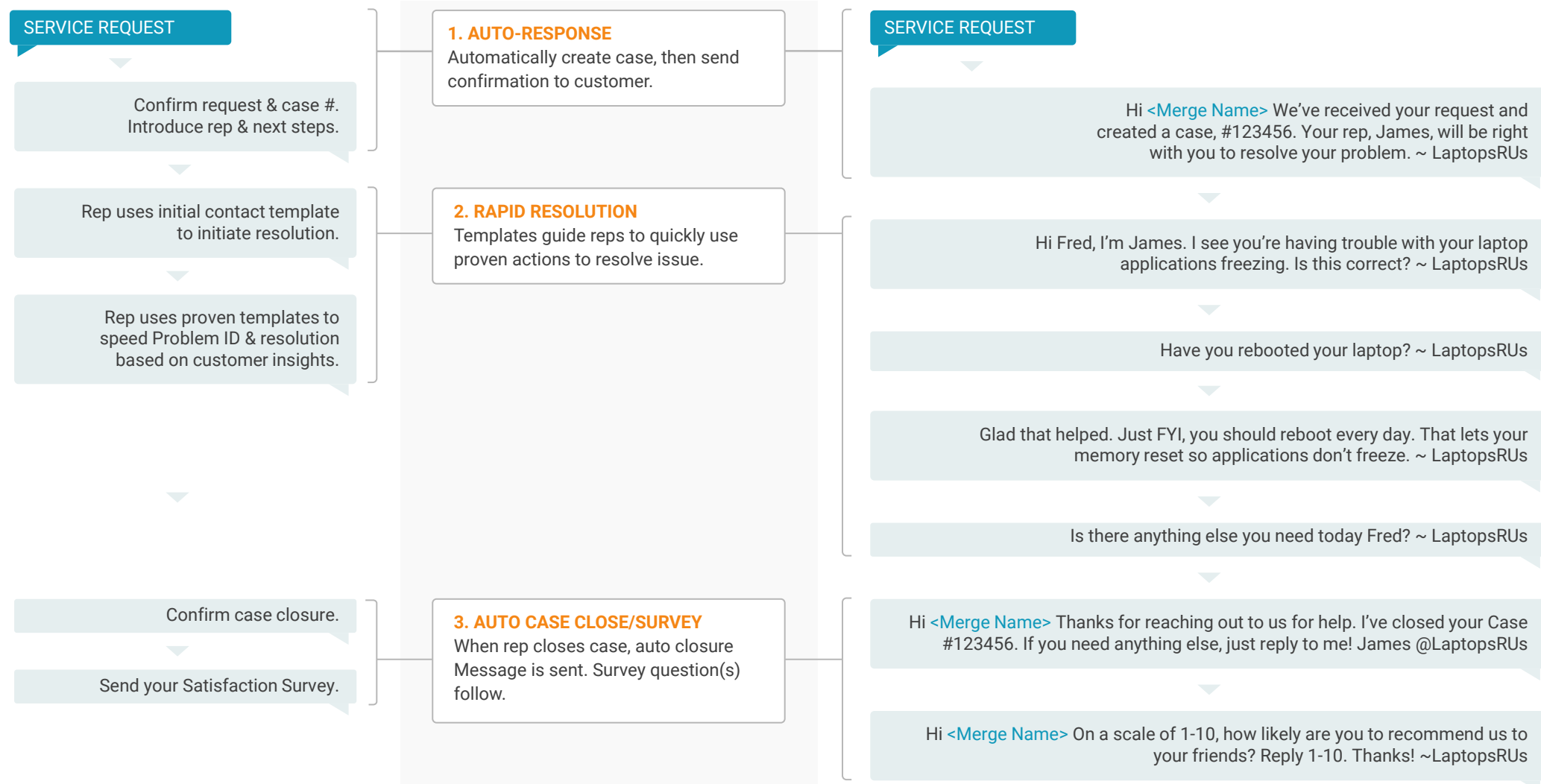
BIKES

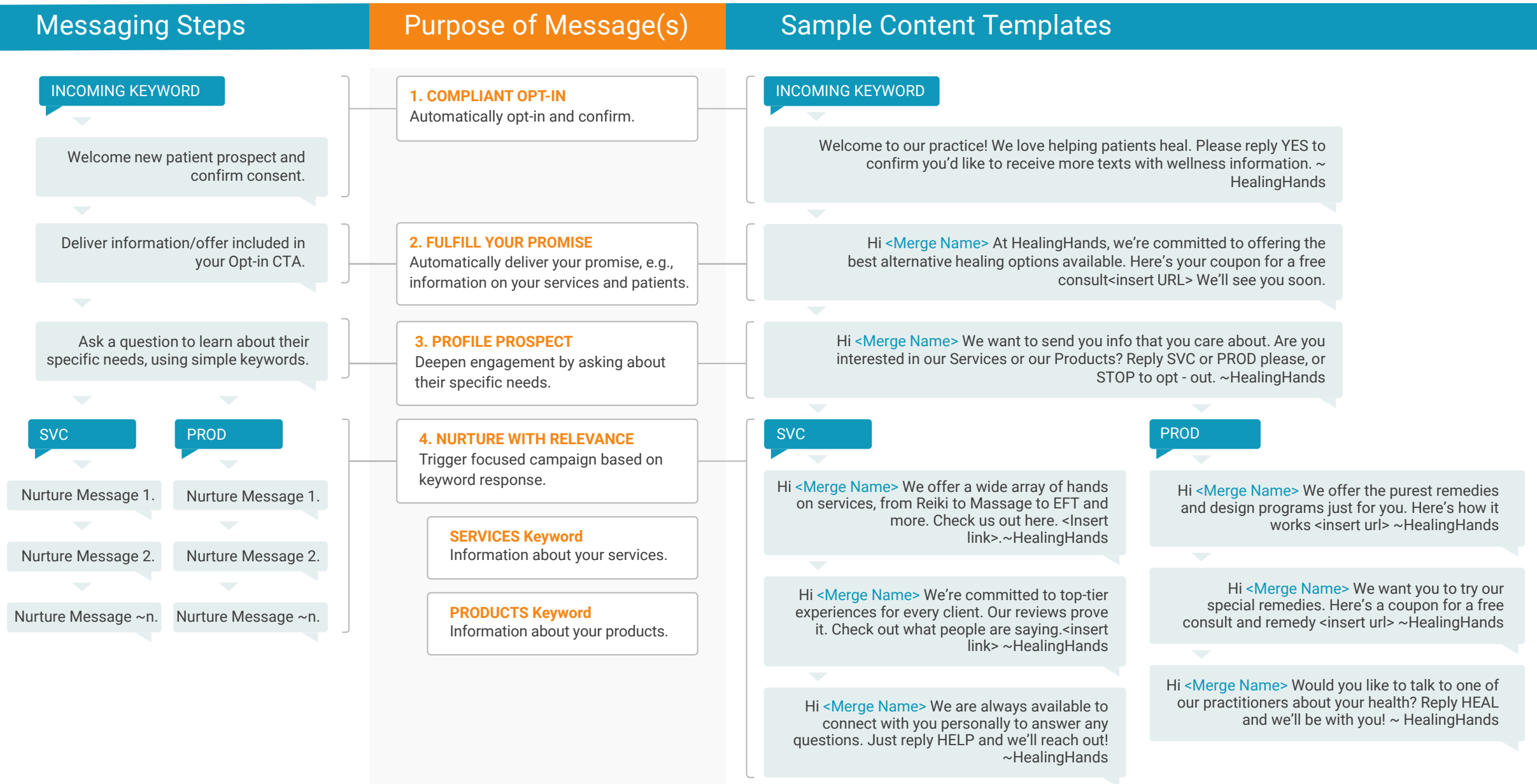
Great, we have several great bike racks for cars. Please check out this list of products <filtered product page> One of our car rack experts will contact you soon to help you with any specific questions you might have. Thanks!

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## Summary

Your customers want immediate, personal interaction that offers value they care about. Yet, optimizing your first campaigns or set of SMS responses for your reps can take time and effort, just as with email or other communication channels. Only SMS content is very different from your other channels, from optimizing response rates with best practices to meeting carrier requirements to ensure delivery.

SMS Templates help you jumpstart your deployment no matter what industry you're in, or what business results you are hoping to achieve. They also ensure that the messages you send meet the requirements of your carrier and messaging types to maximize your delivery results.

- Multi-touch templates for compliance, campaigns, surveys, scheduling and more give you a jumpstart on best practices results. Instead of a trial and error approach to getting the best responses from your initial automated messaging, with SMS templates you get immediate access to proven content. Simply tune it and go. Of course, you'll need to further tune templates for your specific audience over time, but you'll be 90% of the way with your first campaign thanks to SMS templates!
- Sales and Service reps can easily send proven responses to questions or customer issues, accelerating results and resolutions. As new approaches for sales responses or service resolution become available, simply update the templates and your entire rep organization is using the same powerful content.
- SMS templates also make it fast and easy to deploy new campaigns or other automated messaging, leveraging the successes you've already experienced. For example, even a novice marketing person can access proven templates, then update them and create and launch a new campaign, quickly and easily.

By using a messaging vendor that provides pre-defined, optimized SMS content templates, you will quickly see results across your marketing, sales and service organizations.

If you are ready to get started with SMS texting for your business, we'd love to show you how our SMS templates can guide you and get your texting programs started today.

[Click here to set up a live demo](#)