Best Practices

is here to help you execute a powerful and impactful marketing campaign. Apply these proven industry practices with today's latest marketing technology for maximum campaign success.

All Campaigns

- Always collect your own contact list through opt-in features; don't rent or purchase lists.
- Include a compelling call-to-action and incentives to encourage a response from your audience. For example: "Shop online today and save 15% off your entire purchase!"
- Frequency matters. Avoid sending more messages than the initial number you set in your opt-in welcome message.
- Specify the end dates of promotional campaigns to encourage customers to act quickly.
- Make sure all message content is relevant to your target audience.
- Include links to your social media and website to increase brand exposure.
- Test messages thoroughly before sending, making sure all links are active and spelling is correct.
- Send messages at appropriate times of day, avoiding early mornings and late nights.
- For promotional messages, deliver at optimal times during business hours to bring in quick traffic.

Mobile Text

- Choose a short and easy-to-remember mobile keyword that associates with your business or promotion.
- Display keywords on flyers, store signage, and other highly visible places for increased exposure.
- Make sure keyword advertisements abide by CTIA rules and regulations by including:
    - a brief description of program
    - instructions on how to opt-out
    - frequency of SMS campaign
    - terms & conditions
    - lingo: "Msg&Data rates may apply"
- Put your organization name at the beginning of the text so customers can easily identify who the message is from.
- Save text space by using abbreviations and shortened words like "thru" instead of "through".
- Leverage the instant deliver and high open rates of SMS by sending messages during business hours to drive in traffic.
- Abide by Mobile Marketing Association (MMA) guidelines.

Email

- Keep subject lines concise and catchy, including calls-to-action to increase open rates and numbers to make your content quantifiable.
- Immediately state the purpose of the email in the title or the beginning of the email body.
- Have a good balance of both text content and images to improve deliverability -- generally a 60/40 ratio of plain text to image.
- Make sure your HTML and plain-text content match up, otherwise the risk of your email being marked as spam will increase.
- Your font size should stay between 8 pt. and 14 pt. Messages with font sizes that are too small or too large can trigger spam filters.

Voice Calling

- Engage your listeners during the first several seconds with compelling openers.
- Identify yourself, your company, and state your reason for calling so listeners know who they're listening to.
- Keep messages short, sweet, and under 2 minutes to maintain audience attention.
- Articulate words, making sure that the listener will be able to understand important information without needing a repeat.
- Make sure listeners are aware that they have the ability to opt-out of receiving voice broadcasts at any time.
- Avoid distracting background noise, such as ambient sounds and unpleasant music or sound effects.
- Abide by the Telephone Consumer Protection Act (TCPA) [guidelines,](#) such as:
  - Phone messages should only be delivered between 8 a.m. and 9 p.m., local time.
  - As the sender, your business name must be clearly stated in the message.
  - You must receive explicit consent from message subscribers, allowing you to send messages to them. Pre-existing business relationships do not constitute consent.

Social Media

- Interact with customers on a personal level by posting questions, sending direct message, and replying to comments.
- Feedback, criticism, and comments are public. Be ready to respond quickly and as accommodating as possible, keeping in mind social-media etiquette.
- Frequently update social-media accounts with relevant and interesting posts that appeal to your audience.
- Promote social campaigns through other marketing channels like email, SMS, and voice broadcast.
- Encourage likes, shares, comments, and retweets to increase visibility and exposure on news feeds to spark word-of-mouth marketing.
- Include pictures, links, and promotions in your posts to grab audience attention.
- Use Facebook Like-gating to build your social fan base by offering incentives to people who like your page.

Instant Messaging

- Use instant messaging for effective internal or group communication.
- Limit IM campaigns to maintain its attention-grabbing effect.
- Make sure readers know where to go for additional information by including the necessary contact information.
- Direct viewers to your website by including a call-to-action and hyperlink in your message.
- Double-check message content for grammar, spelling, and broken links.

Put these best practices in your next campaign by logging in to your account today!