



Level Up Your SMS Marketing

How to choose the right platform and drive more revenue
for your DTC brand

Agenda

1. Intro
2. List Building
3. SMS Flows
4. Segmentation
5. A/B Testing
6. SMS Platform Comparisons
7. Last minute SMS strategies to implement before BFCM

Brandon Amoroso & electriQ marketing

Intro

Intro

Brandon Amoroso

- ★ Founder of electrIQ marketing, oversees all lifecycle strategy
- ★ Works with brands such as Soylent, Florence by Mills, Safely, Wine Insiders, Foria, Health-Ade, Men's Wearhouse, and more
- ★ Specializes in increasing customer lifetime value
- ★ Based in San Diego



Intro electrIQ

- ★ Started in May 2019
- ★ 35-person Ecommerce Agency based in San Diego
- ★ Proprietary electrIQ audit & process that powers our 30-60-90 day plan approach
- ★ Lifecycle: Email, SMS, Creative, Web, Social, and Ads

electrIQ marketing



Evergreen lead capture methods to grow your SMS list

List Building

List Building

Lead Capture

- Pop-ups (Welcome, Exit) tap-to-subscribe on mobile
- Text “KEYWORD” to 12345 for X% off your order
- Instagram tap-to-subscribe stories
- QR Codes
- Email Campaign (switch CTA based on desktop or mobile)
 - Desktop: Landing Page
 - Mobile: Tap-to-subscribe
- Email Flows (conditional block that only shows to non-SMS subscribers)



The Top 6 Flows Your Store Needs to Succeed

SMS Flows

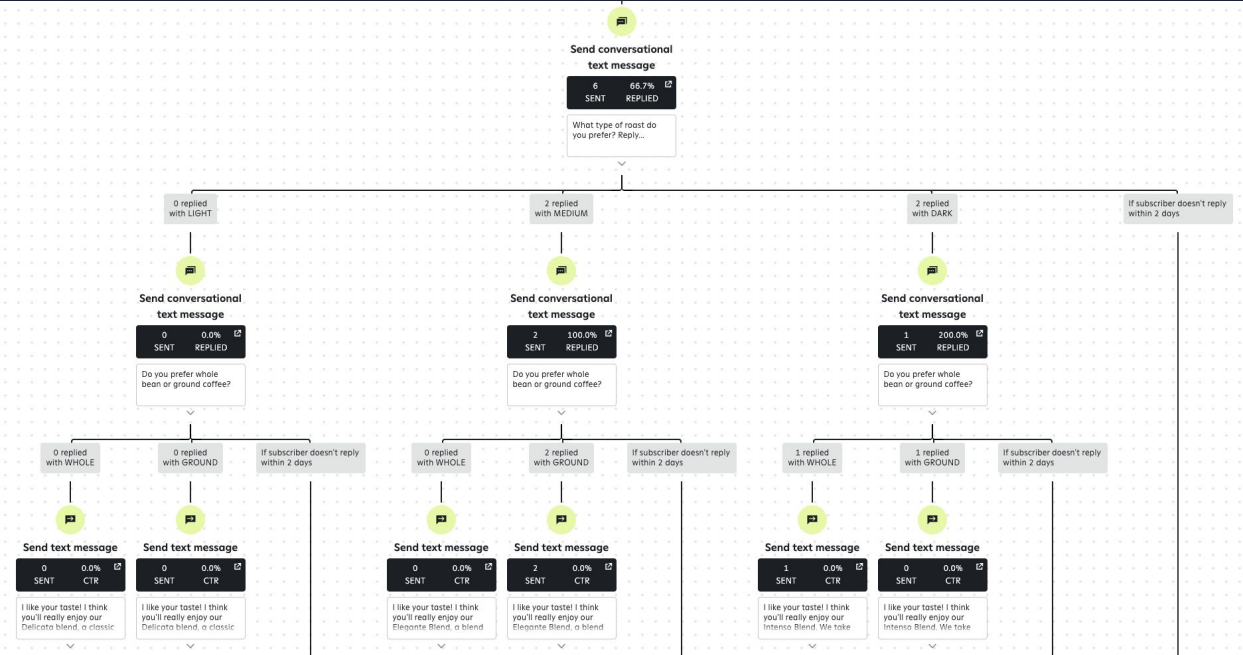
Recommended SMS Flows for Launch

- Welcome Flow
- Abandoned Cart
- Abandoned Checkout
- Browse Abandonment
- Post-Purchase
- Review Request
- Conversational Flows
- Post-Purchase Email to Non-SMS Subscribers

SMS Flows

Conversational Flow

Conversational flows allow us to collect **data** in order to **personalize content**.



Sending the right message, at the right time, to the right person

Segmentation

Segmentation Overview

Segmentation plays a huge role in our personalization strategy and almost always leads to higher engagement and increased ROI. Personalized content → \$

Our Favorite Segmentation Strategies

- Engaged/unengaged
- Past purchasers/non-purchasers
 - But don't stop here, for past purchasers, what have they purchased?
- High-intent
- Location
- VIP

Optimize your SMS program from lead capture to flows

A/B Testing

Implementation & Analysis

3 Main Metrics

- CTR
- Opt-out Rate
- Conversion Rate

All of your tests should target improving one of these metrics.

- Statistical Significance of metric variation should be determined by using a simple online calculator

Tracking!!!

- It's highly recommended to set up an A/B (or multivariate) SMS Testing Tracker. That way, you can have past results readily available to inform future campaign and flow creation and new testing variables

A/B Testing Examples

Content

- Creative vs no Creative (MMS vs SMS)
- GIF vs Still Image vs Video
- Creative with text overlay or no overlay
- Link Placement (middle versus end)
- 1st Person versus 3rd Person
- Paragraph spacing before link or no paragraph spacing
- Emoji or no Emoji
- Long Copy vs Short Copy
- Type of CTA
- Lifestyle vs Product Image
- *Formatted text* versus not formatted

Offers

- Percentage Off
- \$ Off
- Tiered Discounting
- Free Shipping

Segmentation

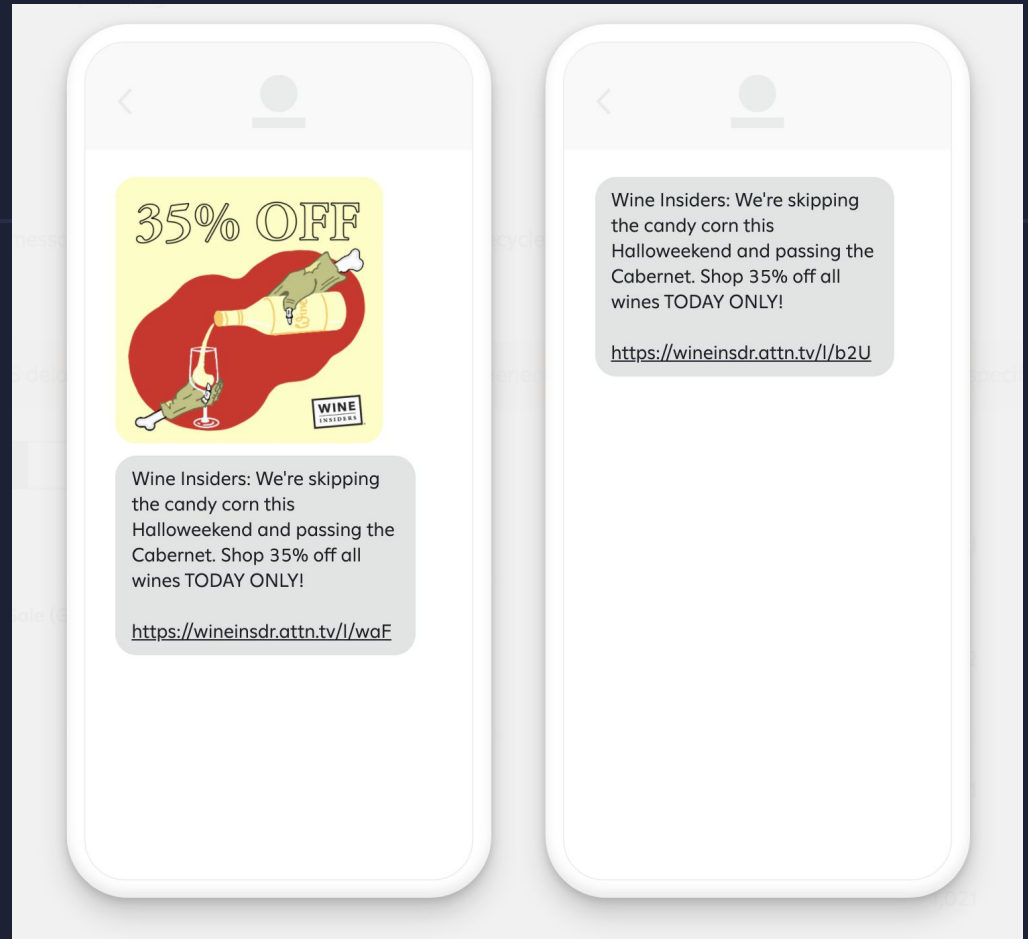
- Purchased before vs Never
- Non-engagers vs Engagers

Send Time

- Morning, Afternoon, Evening
- Day of the Week

A/B Testing MMS vs SMS

Shifting from what you think will best perform best to **knowing what will perform the best.**



Choosing your SMS Vendor

A Platform Comparison



Best for enterprise brands

Attentive

- ★ White Glove Support
- ★ Robust Opt-in tools
- ★ Their compliance team is the best, but can sometimes be too strict :)
- ★ Conversational Flows

Best for SMB's

Postscript

- ★ The best Shopify integration
- ★ Reply to buy with Recharge
- ★ Flow builder is in beta and not up to par with other SMS platforms yet.

Best for Customer Engagement
Emotive

Best for brands in Yotpo ecosystem
SMSBump

- ★ Conversational Messaging
- ★ Extensive library of campaign templates
- ★ Does not currently have an A/B Testing Feature

- ★ Robust Yotpo integrations
- ★ Will work with CBD
- ★ Support and depth of integrations for non-Yotpo products could be improved

Best for brands not doing SMS yet but using Klaviyo email

Klaviyo

- ★ Cohesive customer journey across email and SMS
- ★ Utilize Quick Actions!
- ★ No Conversational Flows

Last Minute SMS Initiatives you Need to Implement!

SMS for BFCM

What you need to implement now!

Email

- Email campaign to sign-up for the SMS list in order to get early access to your BFCM deals.
- Post-purchase email incentivizing SMS sign-up with bounceback offer.

SMS

- A/B test like crazy in advance of BFCM so you know what your best performers are!
- Ask your current contacts how they want to be communicated with (i.e. doing a 12 days of Christmas, ask your SMS list how many they want to receive)

Lead Capture

- Implement SMS lead capture on site if you don't already have it (specifically exit intent)
- Instagram Link Clicks Story to opt-in to SMS marketing.

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Contact Brandon

Thank you!



OKENDO