If we were to use one word to describe SMS as a customer communication channel, it’d be “effective.” Consider this: 98% of texts are read—90% within just three minutes of being sent.¹ But to inspire action, businesses need to create click-worthy messages. Here’s how to do that.

1. **Plan Ahead**

   **Make sure you have a goal**
   Decide what you want to accomplish, whether that’s letting your customer know their package is on the way or driving sales by offering a special promo code.

   **Create unique links**
   Prepare the links that’ll go in each SMS. Use a link management platform that can efficiently and securely shorten all of your links so they don’t take up valuable characters in your messages.

   **Know text messaging rules**
   Always comply with text message laws and regulations.

2. **Draft**

   **Feature your brand**
   Make sure your brand is in your message by including it in your links. You can do this by connecting a custom domain to your link management tool to ensure every link is branded.
Get Customers to Click

Watch our webinar, [How to Brand, Scale and Optimize SMS Notifications Using Bitly](https://www.bitly.com/webinar), to discover how businesses have successfully used SMS to connect with customers.

Source: Mobile Marketing Watch and smsglobal¹