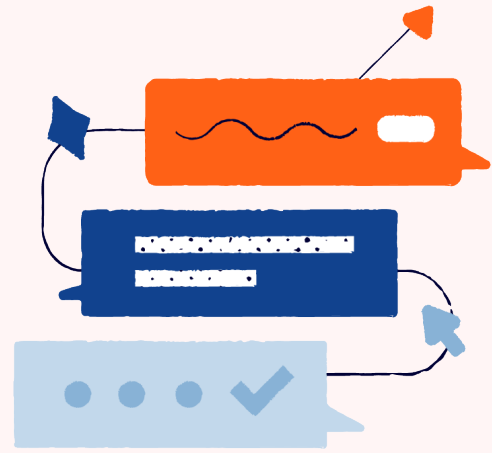


The 3 Steps to Creating a Click-Worthy SMS Message



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.

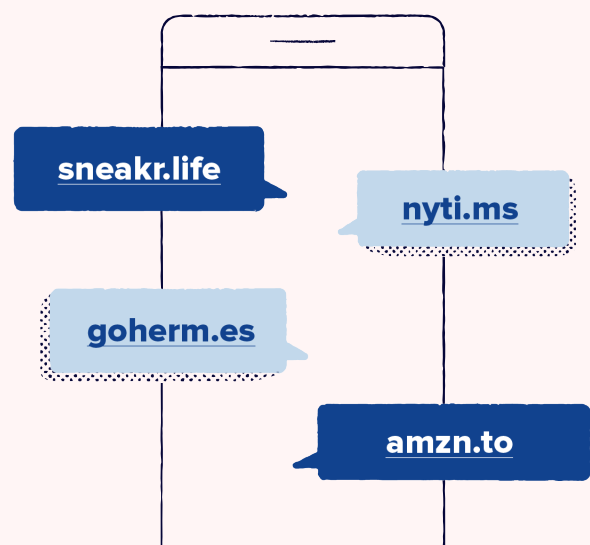
▶ 2.

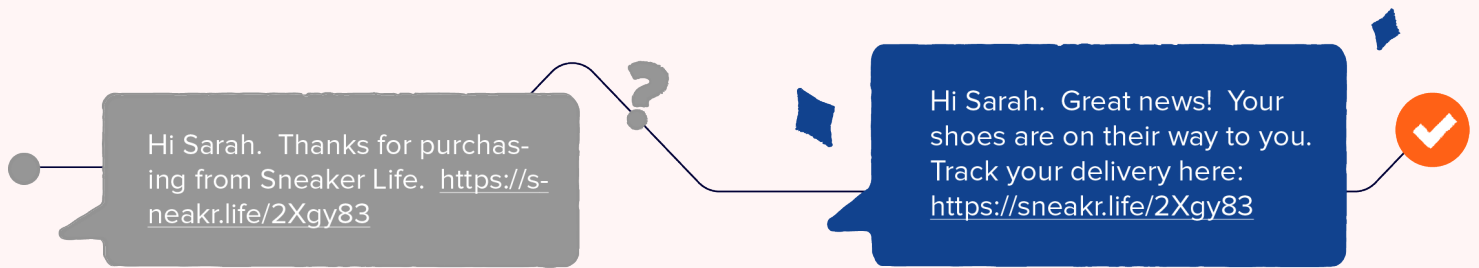
Draft



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.





Make your call-to-action clear

Be specific about the action you want the recipient to take. For example, state if you want them to use a coupon code by a certain date or to click the link to check the status of their package delivery.



Tailor your message

Segment your audience—e.g., by geography or purchase history—and write a unique message for each segment.



3.

Test & Optimize



A/B test different messaging

Test two variations of your content and messaging to learn what inspires people to interact with your messages.



Evaluate your results

Use performance metrics like delivery rate and unsubscribes (via your SMS API service) and link metrics (via your link management tool) to measure your efforts.



Apply your learnings

Apply what you've learned to create more click-worthy SMS communications and optimize your mobile communications strategy.

Get Customers to Click

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

Watch Here

