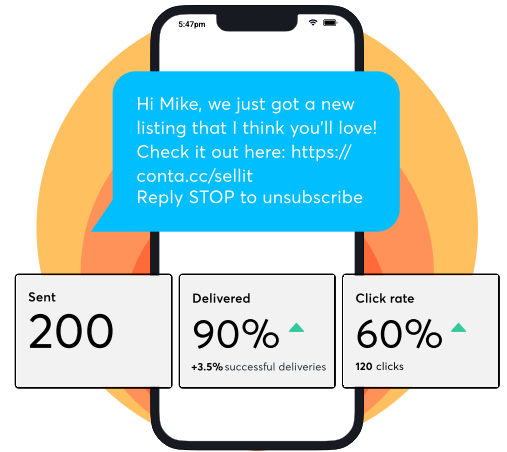


Are you doing what's best (with SMS)?

Be Timely. Be Unique. Be Personal.

Getting started with SMS text message marketing?

Use this checklist to see if your SMS campaign is the best it can be, and soon these best practices will be second nature.



Follow the Rules

Here are a few questions to ask yourself to ensure you're on the right side of text marketing* regulations.

- Did my contacts opt in? Can they opt out?



Regulations like the Telephone Consumer Protection Act* require prior consent before you text your customers.

- Did I include disclaimers about my program, number, data rates, and privacy policy?
- Do I have messages confirming opt-in and subscription?
- Am I texting at a bad time?



SMS marketing messages can only be sent between the hours of 8 a.m. and 9 p.m., local to the recipient.

Cater to Your Customers

Creating the best possible experience in order to grow your contact list– and your business.

- Do I give people a reason to opt in, like exclusive discounts or promotions?
- Have I been clear about how often I'll be texting and with what kind of information?
- When my contacts receive a message, can they tell who it's from?
- Is my message right for SMS?



Texts are limited in length and are often opened immediately, so the best messages are concise and well-timed.

- Is my message tailored to my customers?
- Did I use reporting to see how my last message did– and improve this one?
- Am I using automation to make sure customers get the right message at the right time, every time?

For more information about how Constant Contact's SMS solution can help you hit these best practices (and more) with each and every message, visit constantcontact.com.

*This content is not meant to replace legal advice or full regulatory guidelines around text message marketing.