



attentive®

Mobile Messaging Masters

Best-in-class examples of personalized text
messaging campaigns from innovative brands

These Marketers Know Good Text Messages...

No one could have predicted what 2020 had in store. Yet much of what we saw happening in marketing reflected trends that have been bubbling under the surface: a shift toward more screens and mobile devices, virtual experiences, and e-commerce.

For mobile marketing, specifically in the retail and e-commerce space, the pandemic only accelerated these trends into “the new normal.”

2020 proved to be huge for e-commerce, with online sales in the US predicted to reach \$709 billion by the end of the year. And more than ever, shoppers turned to their smartphones to complete their

online purchases. As consumers rely on their mobile devices to connect with the world around them, they’re eager to engage with their favorite brands where they’re spending the majority of their time—text messaging.

That’s why many brands have turned to personalized text messaging to reach their audiences with real-time, two-way conversations throughout the customer lifecycle. As we kick off a new year, it’s the perfect time to focus on optimizing mobile marketing strategies. To help inspire your own strategy, we’re sharing text messaging campaigns sent by leading brands over the past few months.

Are You Ready To Become a Mobile Messaging Master?

Keep reading to find inspiration and tactical tips on how to kick-start and optimize your text message marketing strategy, and stay tuned for the next edition of the Mobile Messaging Masters series (...maybe you’ll be featured next!).

ANASTASIA

BEVERLY HILLS

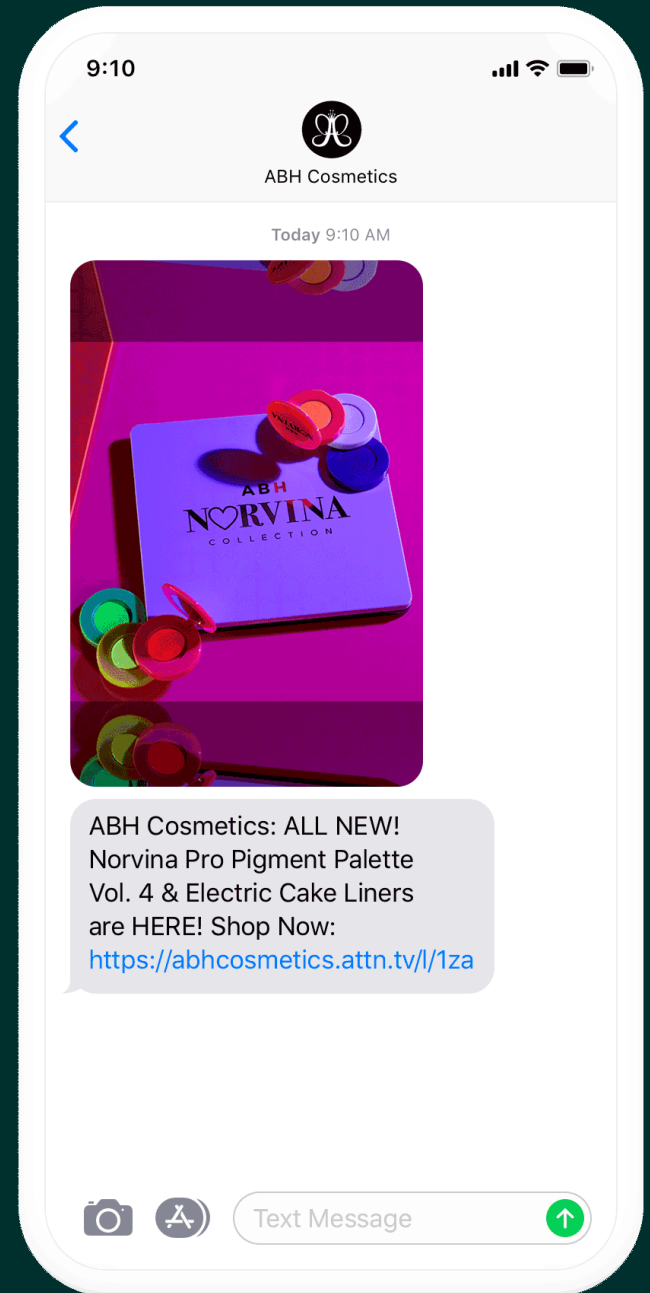
PRODUCT LAUNCH

THE MASTER MOVE

Cosmetics brand Anastasia Beverly Hills (“ABH”) sent a text message to mobile subscribers inviting them to shop a brand new collection available on ABH’s website. The brand included an animated GIF that highlighted the playful and eye-catching collection. ABH ended the text message with a direct link to shop the new launch.

WHY IT WORKS

ABH’s text message is a creative way to build excitement around a new collection (“ALL NEW!”). Including a GIF that offers a sneak peek at the new line immediately catches subscribers’ eyes. The personal, direct nature of text messaging makes subscribers feel like they’re in-the-know and encourages them to be the first to order the new items.



KENNETH COLE

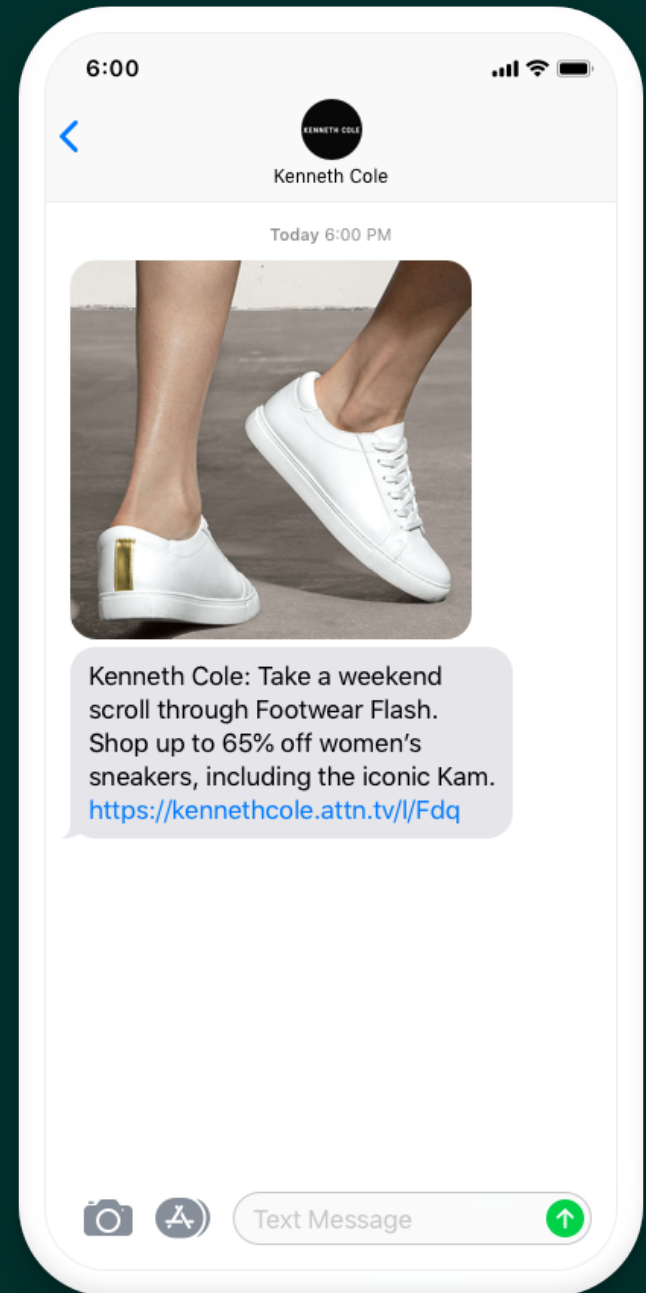
FLASH SALE

THE MASTER MOVE

Fashion brand Kenneth Cole used text messaging to send mobile subscribers a time-sensitive offer of up to 65% off select styles as part of its Footwear Flash sale. The message included a graphic highlighting a popular item and a link to Kenneth Cole's site, which allowed subscribers to immediately take advantage of the promotion.

WHY IT WORKS

Shoppers are always on the lookout for exclusive deals from their favorite brands. Sharing time-sensitive offers via an instantaneous channel like text messaging is a great way to get customers excited and ensure your brand is top-of-mind. Additionally, by including an "iconic" item in the graphic, shoppers skimming the message will get excited about what you're offering and are more likely to act.





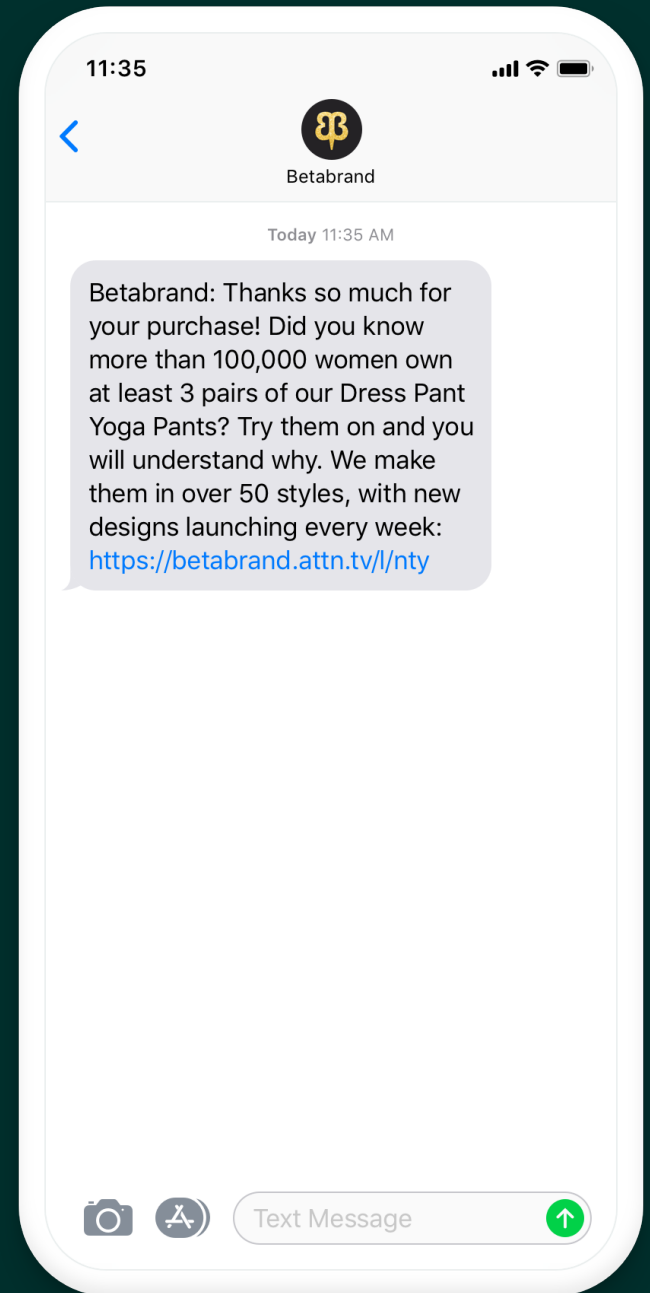
POST-PURCHASE

THE MASTER MOVE

Using Attentive's Journeys functionality to send triggered text messages, innovative comfort clothing brand Betabrand automatically sends a series of well-timed messages after a subscriber makes a purchase. Each message engages subscribers to build loyalty and encourage repeat purchases. Betabrand includes a direct link to its website so shoppers can easily take action.

WHY IT WORKS

Betabrand's text message series highlights three of its signature experiences—referrals, crowdfunded designs, and customer feedback. The triggered text messages are an easy way to automatically engage customers without additional effort and encourage them to stay connected with the brand after they make a purchase. Using behavioral data to time each message with where the shopper is in the customer lifecycle is an excellent way to send highly relevant content and build brand loyalty.



Baked by Melissa

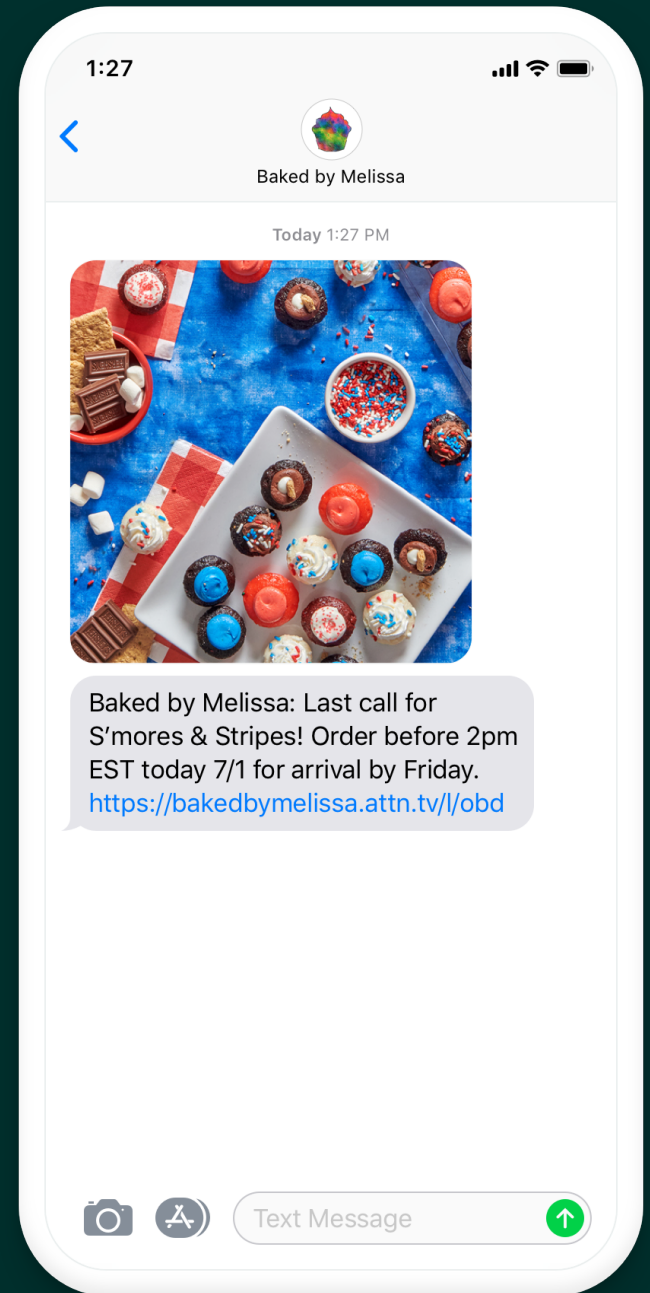
SHIPPING DEADLINE

THE MASTER MOVE

Bakery chain Baked by Melissa sent a text message to alert subscribers about an upcoming shipping deadline ahead of the Fourth of July holiday. The message clearly stated the shipping deadline (“before 2pm EST today”) and expected delivery date (“for arrival by Friday”) before linking back to its website so subscribers could immediately place their order. Baked by Melissa also included a holiday-centric image spotlighting the festive cupcakes.

WHY IT WORKS

Baked by Melissa’s text message reminder (“Last call”) is a highly effective way to drive immediate action and last-minute revenue—especially ahead of holidays. Including a branded, mouth-watering image featuring a popular product, in addition to a deadline to place the order for on-time delivery, helps inspire shoppers and build excitement, giving them a reason to place an order (even if they weren’t planning to).





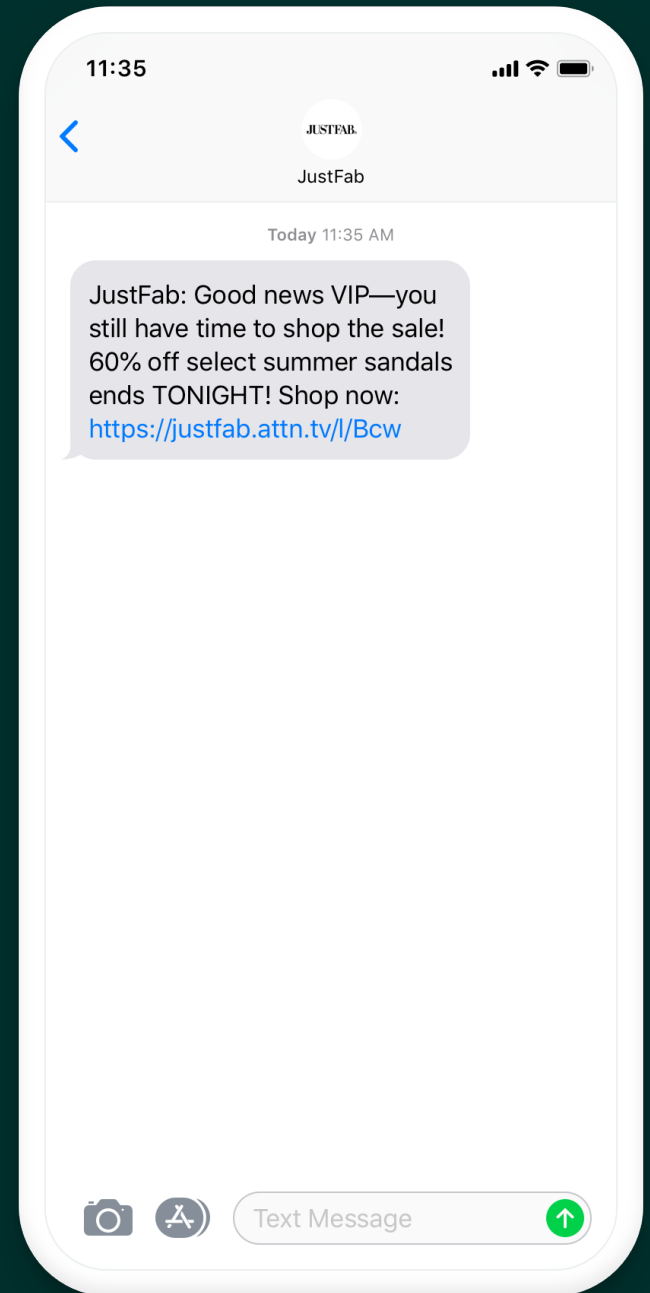
VIP OFFER

THE MASTER MOVE

Subscription fashion retailer JustFab sent VIP text messaging subscribers an offer to shop an exclusive 60% off sale before it ended. In the text message, JustFab highlighted the limited-time nature of the sale (“ends TONIGHT!”) and reminded subscribers of their “VIP” status. JustFab ended the message with a clear call to action to “Shop now,” with a link directly back to its website.

WHY IT WORKS

Customers love to feel like they’re receiving VIP treatment and exclusive perks that aren’t available to everyone else. Sending VIP reminders about limited-time sales is an effective way to engage high-value customers. The instantaneous nature of text messaging helps brands break through the digital clutter to ensure their time-sensitive messages are seen and acted on.





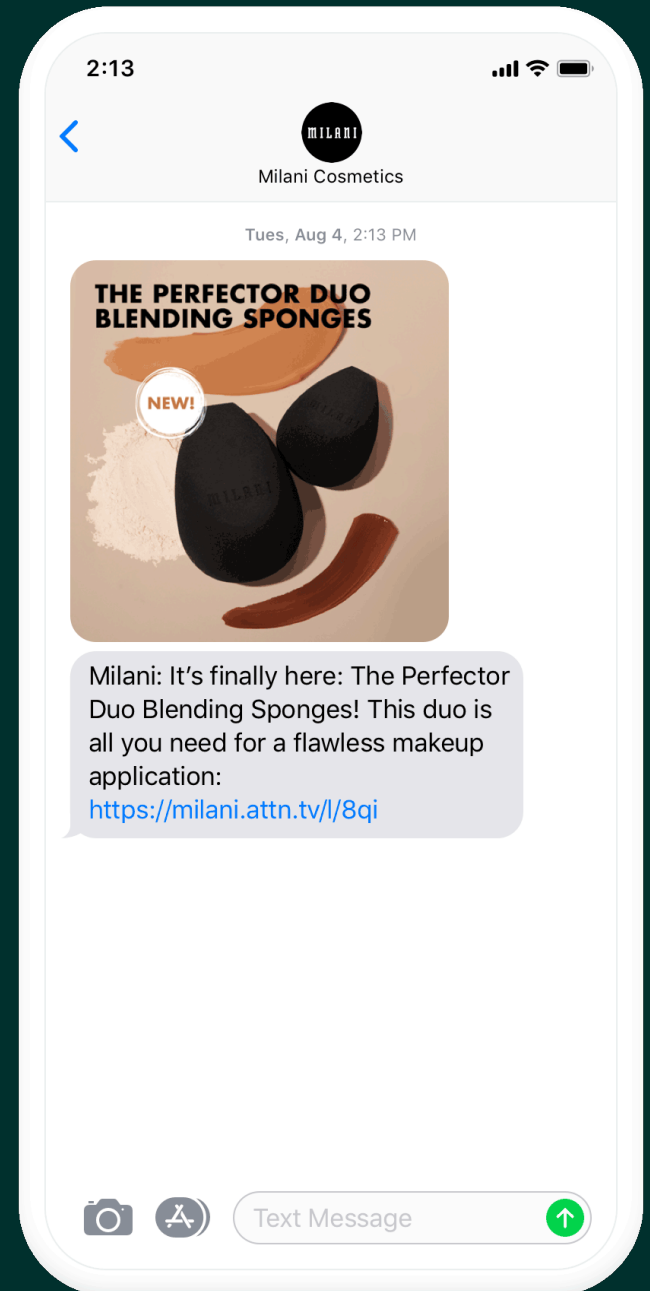
PRODUCT LAUNCH

THE MASTER MOVE

Beauty brand Milani Cosmetics sent a text message to subscribers alerting them of a much-anticipated product launch. The brand included a playful animated GIF featuring the newly released item and inclusive makeup shades—helping subscribers feel represented—paired with compelling copy that this is “all you need for a flawless makeup application.”

WHY IT WORKS

Text messaging is an effective channel for brands to announce a newly launched product. Letting loyal SMS subscribers be the first to know about new items helps create hype for the new product while driving more immediate traffic to your online store. By including a GIF of the product in the message, Milani gives subscribers a sneak peek of the brand-new item. Adding a “NEW!” tag to the GIF helps your product launch message stand out, even if a subscriber quickly scans the text message.



STEVE MADDEN

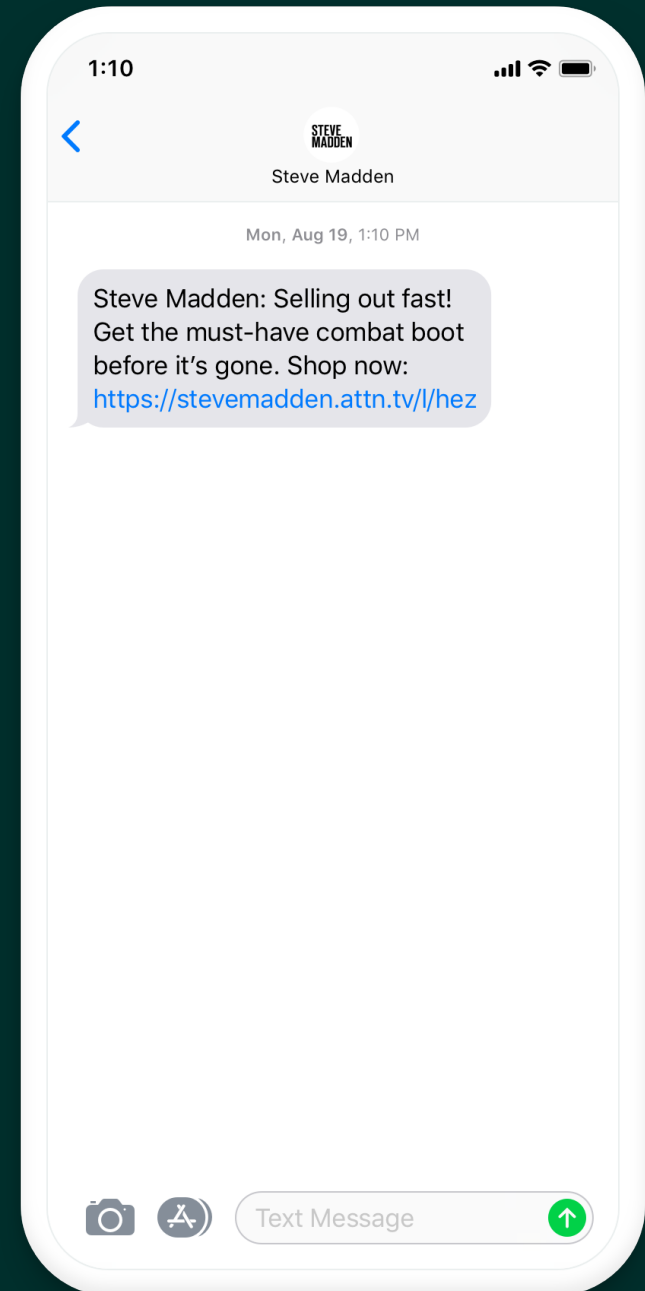
BEST SELLER

THE MASTER MOVE

Footwear and fashion accessories retailer Steve Madden sent a text message to subscribers alerting them of a “must-have” item. The brand used a sense of urgency in the copy (“selling out fast” and “before it’s gone”) to encourage subscribers to purchase the wardrobe staple. Steve Madden kept the message short and ended with a direct link to immediately shop the item.

WHY IT WORKS

By communicating 1:1 with subscribers, the brand helps its audience feel in-the-know, especially when it comes to items that may be selling out quickly. Emphasizing a popular item helps subscribers feel like they’re staying on top of the latest footwear trends. The sense of urgency conveyed in the message encourages subscribers to complete their purchase before it’s too late.



BANDIER

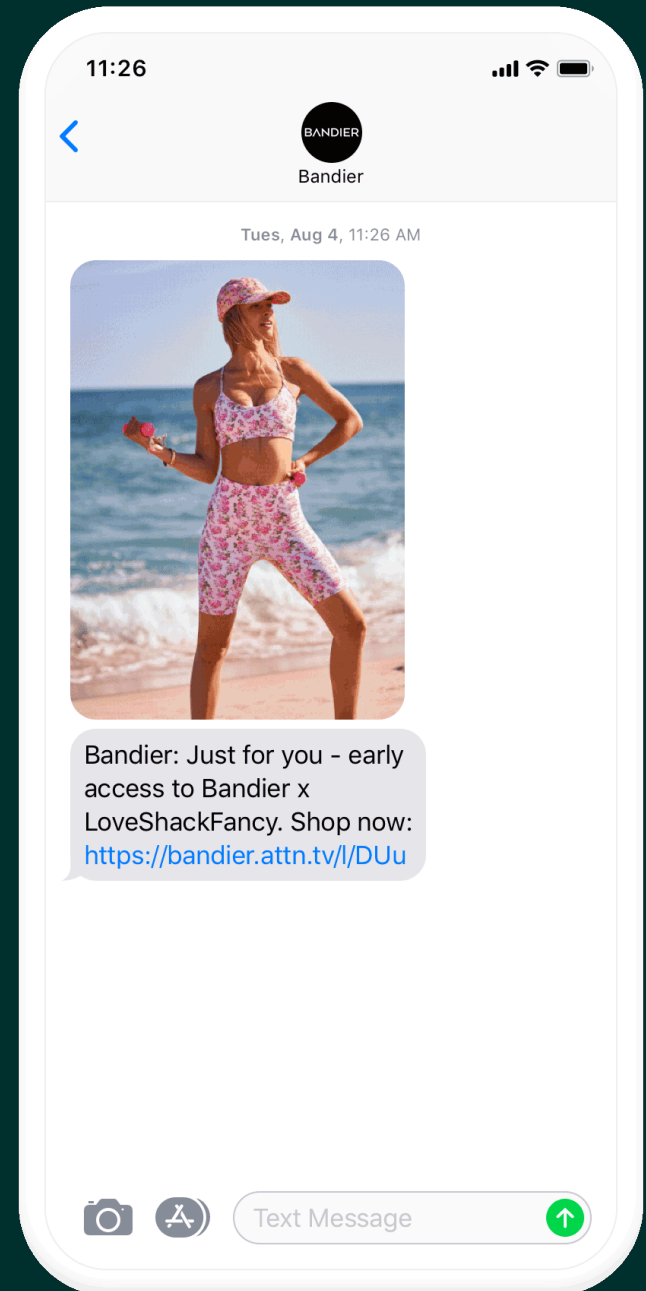
EARLY ACCESS

THE MASTER MOVE

Women's fitness apparel retailer Bandier sent subscribers an early access offer to shop an exclusive collection before it was released to the public. Bandier emphasized the exclusivity ("Just for you") and paired it with an animated GIF showcasing several of the new products in the collaborative collection.

WHY IT WORKS

Sending exclusive deals or early access via text messaging creates a VIP experience that makes subscribers feel valued. This special treatment, the limited-time nature of the offer, and the preview of the collaboration via a GIF entices your audience to immediately shop the collection before everyone else has access.



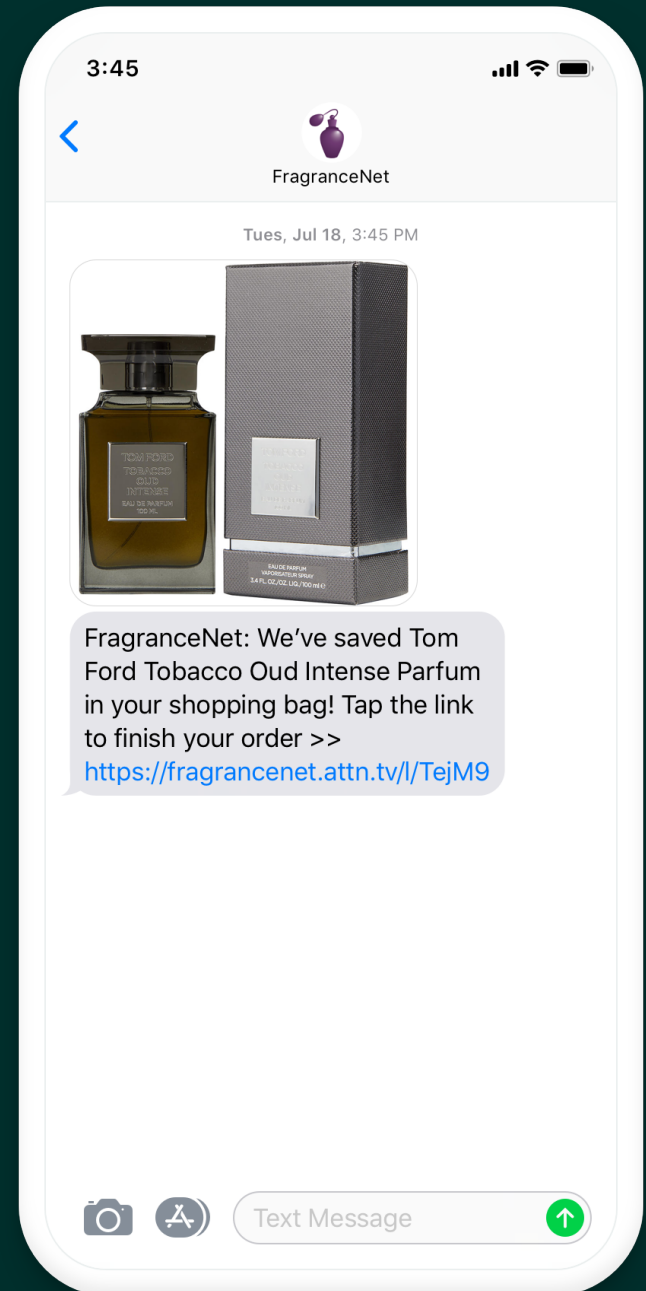
CART ABANDONMENT

THE MASTER MOVE

Online perfume retailer FragranceNet uses Attentive's Journeys functionality to send automated cart abandonment reminders to text messaging subscribers 30 minutes after they abandon their online cart. To help remind the shopper of what's waiting for them, the brand includes an image of the product within the message. FragranceNet ends with a clear call to action and a direct link back to the abandoned cart page so the subscriber can immediately complete their transaction.

WHY IT WORKS

By sending an abandoned cart reminder via text messaging, FragranceNet effectively re-engages high-intent shoppers more immediately than other channels, helping to recover otherwise lost revenue. The instantaneous nature of text messaging means shoppers will see your message and complete their purchase quickly. Sharing a picture of the item the shopper was considering purchasing helps provide a touch of personalization, while helping visualize the product they left behind.





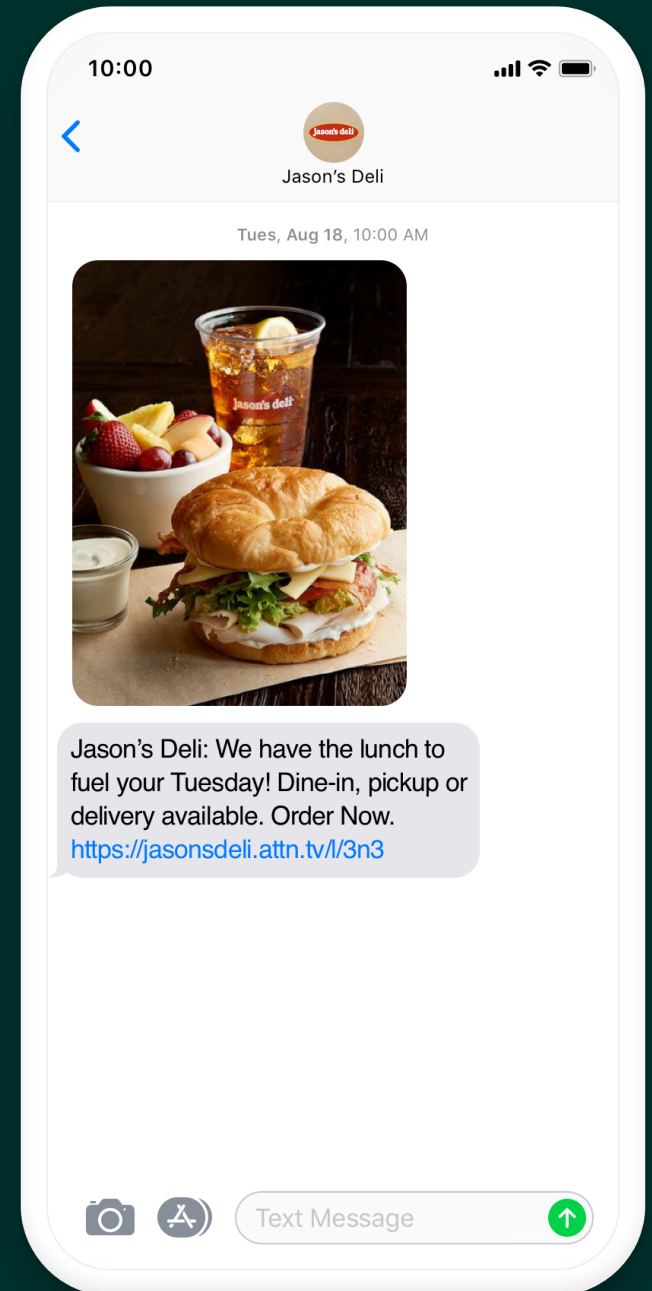
AVAILABLE DINING OPTIONS

THE MASTER MOVE

Fast casual restaurant Jason's Deli sent a text message highlighting various ways subscribers could enjoy their lunch. The brand included an image that featured a cravings-inducing meal. Jason's Deli ended the text message with a link to immediately order their favorite meal and select their preferred dining option.

WHY IT WORKS

Mentioning your brand's safety precautions—like offering pick-up or delivery—through a personal channel such as text messaging will make your subscribers feel like you're placing their safety first. Including an image of mouth-watering menu items helps your message stand out by catching your subscribers' eyes.



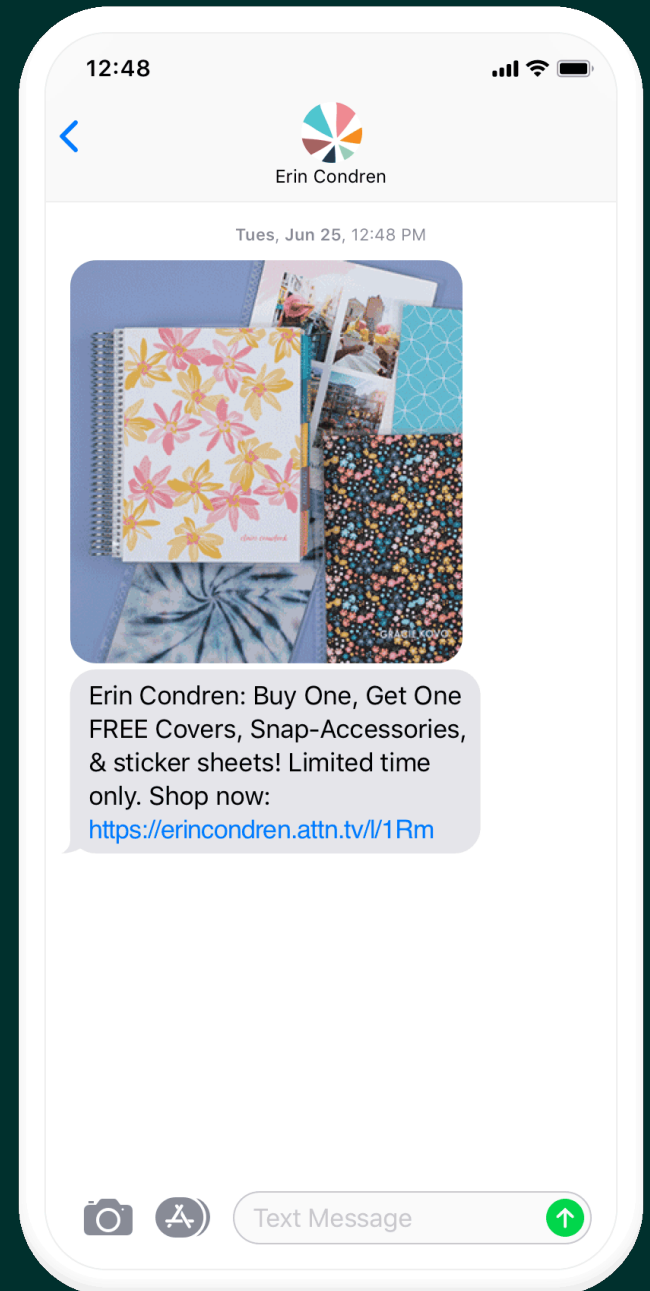
BOGO

THE MASTER MOVE

Lifestyle brand Erin Condren Designs texted its SMS subscribers about an exciting “buy one, get one free” deal. The text message included a GIF showcasing some of the products available to subscribers as part of the promotion. The brand highlighted the limited-time nature of the offer to encourage subscribers to take advantage of the deal right away.

WHY IT WORKS

Consumers are always looking for exclusive deals from their favorite brands. Offering a time-sensitive discount via a direct, immediate channel like text messaging is a great way to excite and engage your subscribers. Pairing the text message with an eye-catching GIF highlighting popular products helps create a consistent brand identity across digital channels in addition to providing a preview of the items included in the BOGO offer.



How To Become a Mobile Messaging Master



DEFINE GOALS

For many marketers, text messaging is a brand new channel. As with any new marketing effort, it's important to first clearly define your goals. Key performance indicators often center around metrics such as subscriber growth, revenue driven, & overall ROI.

Set yourself (and your team) up with clear expectations and an agreed-upon method for measuring success.



GROW SUBSCRIBERS

Grow an audience of opted-in subscribers through mobile & desktop web, email, social channels, paid media, in-store signage (if applicable), mailed promos, and more.

With Attentive's text messaging platform, you can quickly scale a list of subscribers through a variety of acquisition tools, enabling you to connect with mobile subscribers at every step of the customer lifecycle.



SEND MESSAGES

Using real-time browsing and buying data, marketers can send personalized messages at scale. For example, create a drip campaign for new subscribers with a welcome offer, set up an abandoned cart reminder, or send automated shipping updates.

Attentive's full-service Client Strategy team is here to share best practices, assist you in developing a text messaging strategy that makes sense for your unique brand, and help design message creatives.



attentive®

Mobile Messaging Masters

Attentive is a personalized mobile messaging platform built for innovative brands. Using Attentive's patent-pending "two-tap" sign-up solution, marketers can quickly grow their list of mobile subscribers and make text messaging a top 3 revenue channel.

2,000+ companies rely on Attentive and see strong results like 30%+ click-through rates and 25x+ ROI. Visit www.attentivemobile.com to learn more and request a demo.

LEARN MORE

www.attentivemobile.com

CONTACT US

info@attentivemobile.com