

1 ALWAYS GET PERMISSION

- **Have permission from the subscriber to send a text message.** Unwanted messaging could be violations of anti-spamming laws, opening your business to legal action and fines. Always have permission!
- **Getting permission from the consumer is easy.** Have them text a short code or keyword to 5STAR for an offer or promotion and they have 'opted-in'. If you are manually uploading a list you will need written consent or have a opt-in check box on your website.
- **Make it clear in messages and via your website, a customer always has the option to opt-out.** An 'opt-out' link is always available to 5STAR customers.



2 MAKE THE MESSAGE VALUABLE



If the customer is willing to give you permission to receive a text make sure the message has value to them!



Your messages should provide new & useful information about your business, including new offerings or product lines.



Customers appreciate information on upcoming sales, specials or promotions.

3 RESPECT YOUR CUSTOMERS TIME



Don't send after 9 p.m. or before 11 a.m. so you do not bother or aggravate customers when they are likely otherwise engaged.



Request time zone information and send your SMS in waves to eliminate any bothersome.



Talk to your customers and learn when they are most likely to be interested in receiving a message from you.

BEST PRACTICES

4 LESS IS USUALLY MORE

- Even with their permission, a customer can easily grow tired of too many messages. Don't over message your customers.
- 2-4 text messages per month is a good guideline and acceptable to most customers.
- Keep the message simple. Complicated promotions or unclear messages will frustrate rather than engage customers.



5 UNDERSTAND THIS IS A TEXT MESSAGE!



Providing links within a text message are OK, but don't send messages or instructions that require customers to print or access email. Simple is best!



Creating a seamless experience, completely mobile centric will increase adoption rates and impact.



Use easy to remember & type keywords and short codes.

6 PROMOTE YOUR KEYWORD



Use your keyword to continually grow your 'opt-in' list



Promote your keyword on your website and in-store with a standard promotion



Additional keywords can provide additional opportunities for special projects or events.