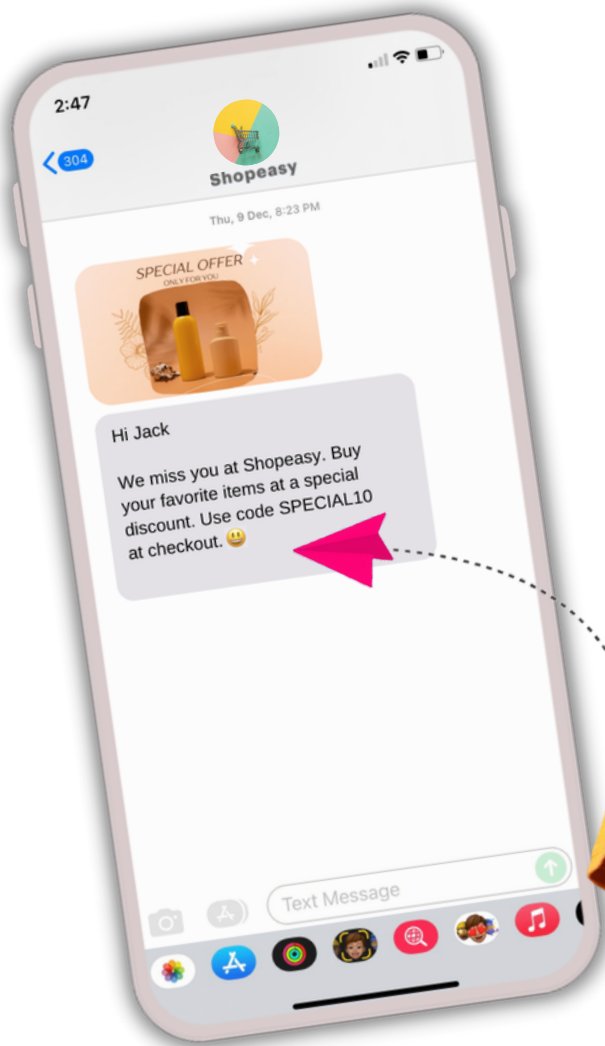


10 Reasons SMS is a 'Must Have'



Ngagge SMS for Shopify

1 Mobile becoming the dominant shopping channel

- eMarketer estimates **70%** of total e-commerce sales will be mobile by 2024.
- Shopify indicates that over **80%** of all traffic to Shopify stores comes from a mobile device.

Mobile dominates e-shopping

70%

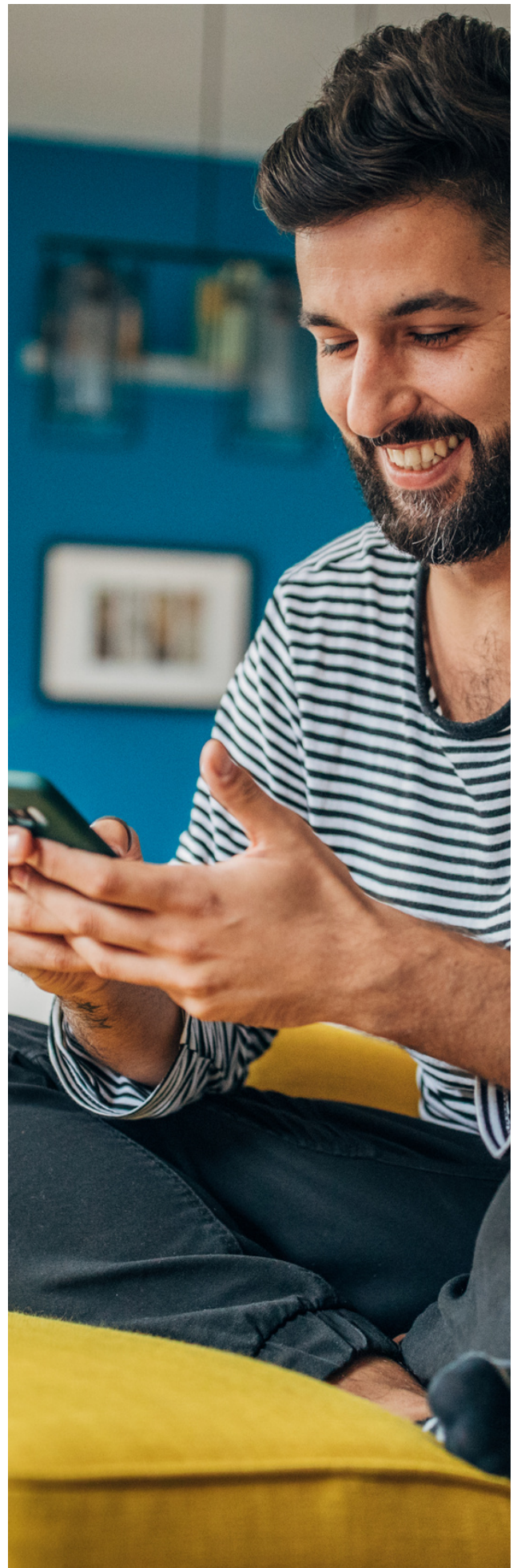
Will be mobile by 2024

80%

of Shopify store traffic mobile

2 Consumers constantly check their phones

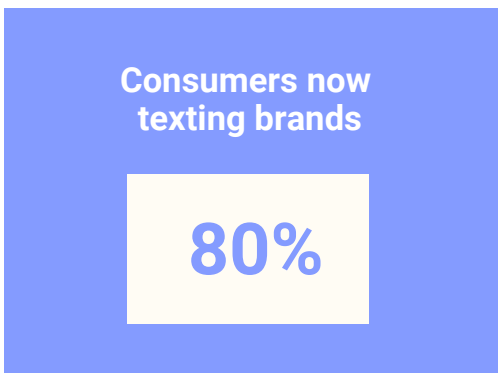
Small Business Trends found that over **65%** of American consumers checked their phones **160 times per day**. With SMS, your brand can reach shoppers directly on the device they never stop checking.



3 Your customers already text with other brands

Texting is the primary way most consumers communicate with friends and family and it's increasingly the way that they want to connect with brands.

Global News Wire reports that Over **80%** of shoppers already signed up to receive text messages from at least one brand.

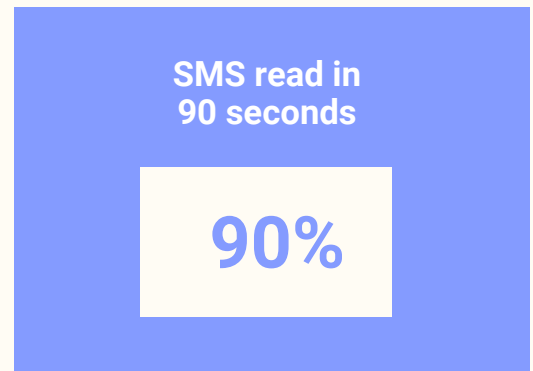


4 SMS read in 90 seconds

Whereas emails can languish in spam filters, promotion tabs, or overfull inboxes, CTIA, the Telecommunications Industry Association indicates **90%** of SMS messages are read within 3 minutes.

Because SMS is an opt-in channel, you know that the people who sign up want to receive your messages.

That means a more engaged, more receptive audience.



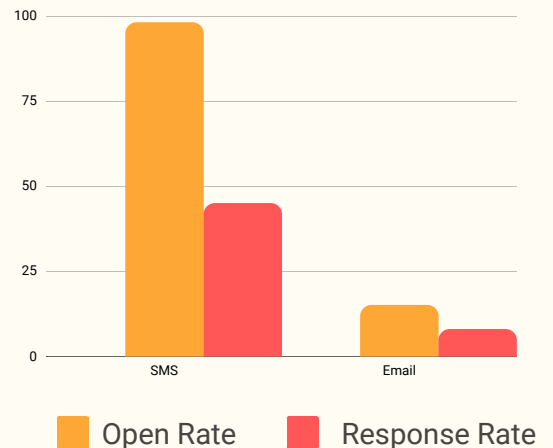
5 98% SMS open rate

Twilio reports that SMS open rates average 98% versus email at **15%**.

6 45% SMS response rate

SMSGlobal found that SMS messages have a **45%** response rate while response rates for email were just **8%**.

SMS / Email Comparison



7 30% to 45% conversion rate

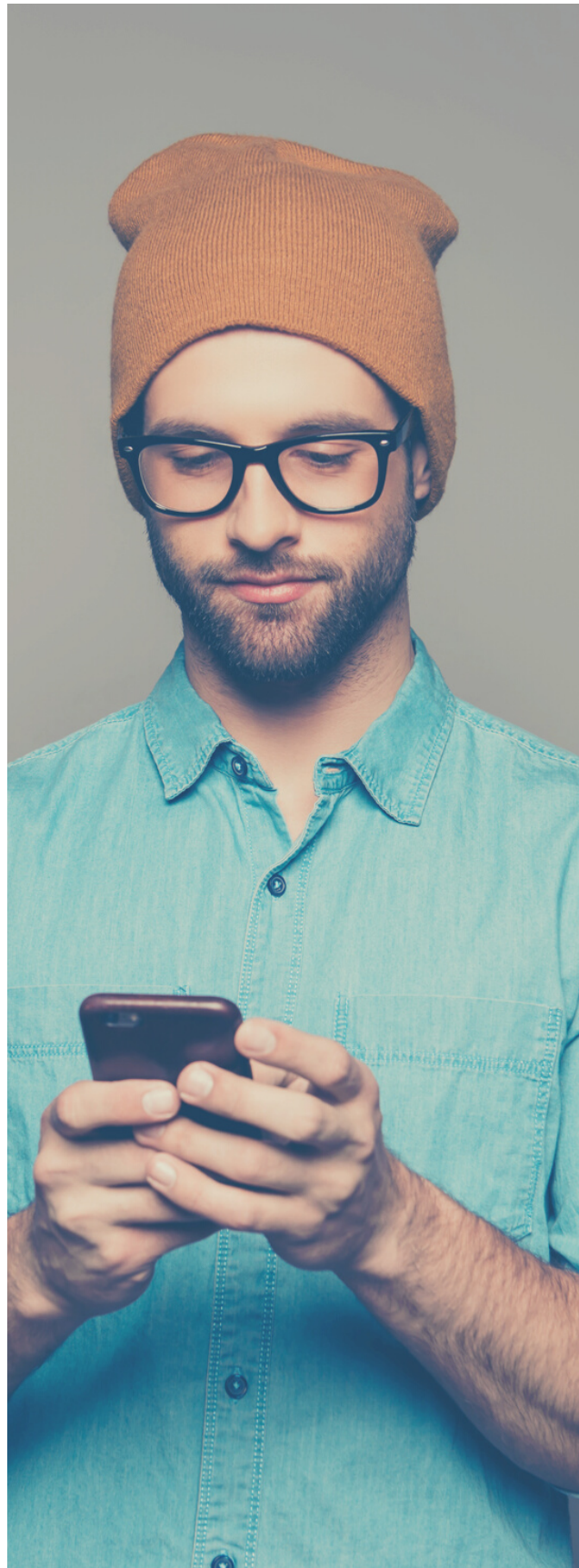
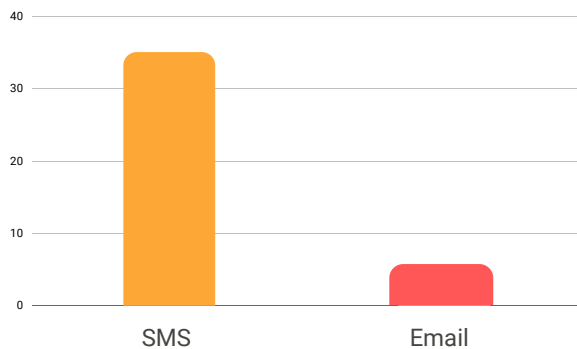
Salesforce found an extraordinary conversation rate of 45% for brands using SMS.

Research by UltraSMSscript, puts the average response rate of an SMS campaign that was sent in bulk, above 30%. Again, this is a large number that truly separates SMS marketing and puts it almost in a league of its own.

There are so many variables at play when trying to figure out even a rough estimate of conversion rates. However, there is one thing that these and other conversion rate averages for SMS have in common– the results are exceptionally good.

By contrast, a Marketing Insider Group study found the email conversion rates were a mere 1% to 5% depending on the email's purpose.

Avg Conversion Rate





8 Convenient

For subscribers. Because SMS is native to mobile phones and virtually spam free, customers prefer SMS to other channels. It keeps your brand top of mind and allows them to know immediately about promotions, offers, product updates, shipping, delivery, appointments and more.

These types of messages can often get lost in emails – but with texts, you ensure you get the necessary information to the customer before they must look for it themselves.

For your brand. The most advanced applications provide complete automation for list building, campaigns, and customer support along with a variety of easily customizable templates and mobile apps allowing you more time to run your business or stay healthy at the gym.

9 Another “get in touch” choice

SMS is not meant to replace existing marketing strategies, like email or social media. Consumers expect an omnichannel experience.

As you can see from the above, adding SMS to your marketing strategy gives you the opportunity to cost-effectively generate more revenue faster by sending customers the right message, at the right time, on the right channel.

10 Increases customer lifetime value

Because SMS has higher engagement and conversion rates than other channels, it strengthens customer relationships while generating more sales in less time, increasing customer lifetime value (CLV).

Note from the Author



Hi. I'm Steve Seeberg the author of this guide, founder of Ngagge SMS for Shopify, and producer of the video show

and podcast "Digital Marketing Intelligence for Shopify: Ask the Experts," as well as a Shopify case study series.

I hope you found this Guide helpful and enjoyed reading it as much as I enjoyed creating it.

Deep Shopify integration. Ngagge SMS for Shopify is deeply integrated with the Shopify and Shopify Plus platforms to provide a convenient, seamless, time-saving and data-rich experience for you and your team.

All features included in all plans.

Use all the capabilities described in the "Features" chapter or just those you need. They're included in all of our low-cost, pay-per-message-only pricing plans.

30 days free trial with 500 free messages. In addition, Ngagge offers free incoming messages, a free toll-free number, no added carrier fees, and a 30-day free trial with 500 messages to give our platform a test drive.

A decade of messaging experience.

For almost a decade, our call center division has been providing marketing, sales and support messaging capabilities for hundreds of industries representing thousands of use cases and millions of conversations.

Digital marketing for Shopify experts.

We'll soon be celebrating our 100th episode providing brands like yours with digital marketing insights from industry leaders, through our video show and podcasts,

- "Digital Marketing Intelligence for Shopify: Ask the Experts,"
- "Digital Marketing Intelligence for Shopify: Case Studies."

Our intent is to provide value to the "Shopify ecosystem" including brand owners, store developers, app providers, investors, and marketing agencies through case studies and discussions with ecosystem participants and experts.



Getting started. Regardless of whether your new to SMS or an experienced user, we're firm believers that personal interaction with a professional who understands the software and your business is the quickest way to realize your expectations from this game-changing engagement channel.

Your personal success strategist.

As soon as you sign up for your free trial, you'll be introduced to your personal success strategist. Based on your schedule and availability, he or she will schedule three optional 15-minute meetings to,

1. Understand your business and objectives with SMS.
2. Provide strategy suggestions on how to achieve your goals and qualify your existing customers to receive SMS.
3. Help you create your first customer segment, campaign, automation, and two-way message depending on your goals.

Have a question? We're here live 24/7 to help.

Cheers to you and your brand's success!

Steve

Author & Founder Ngagge SMS for Shopify

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