

What SMS Can Do For Your Brand



Ngagge SMS for Shopify

Provide more than marketing

Marketing. Most all SMS business messaging applications are marketed as “SMS Marketing.”

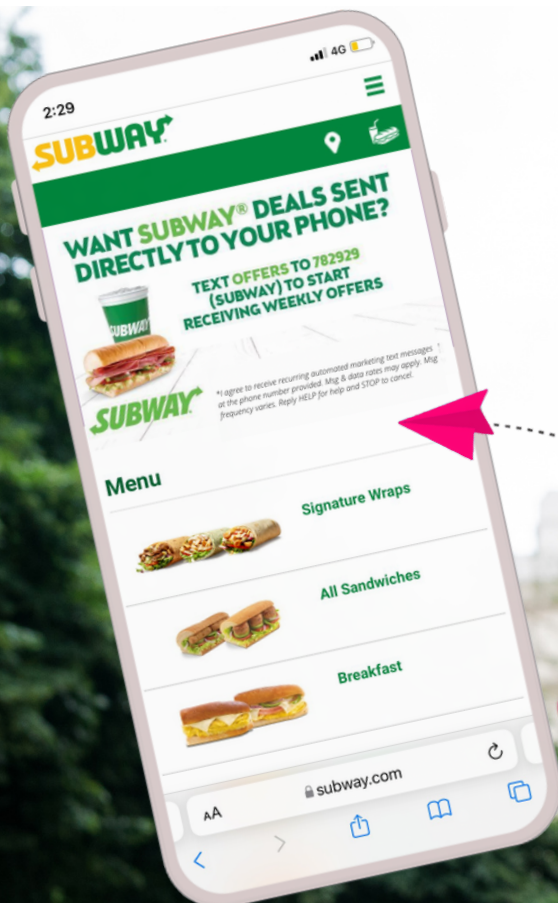
The purpose of “marketing” is to attract new prospects to your brand through ads, posts, or other communication channels.

Ideally, this promotion using messaging will encourage your target audience to “opt-in” to receive SMS message from your brand, turning them into leads who purchase your product or service.

In business SMS terminology this is referred to as “list building” and those new “opted-in” customers are referred to as “subscribers.”

And much more. Depending on the SMS application, SMS messaging can take you beyond “marketing” or “list building, to increasing revenue, providing premium customer service, generating and maintaining loyalty, increasing customer lifetime value, and enhancing brand equity.

The most advanced applications automate almost all these capabilities and provide bots and a variety of templates to save time and staff.



Build your list

Because consumers are anxious to text with your business, growing your subscriber (customer) list organically with SMS messaging is easy.

Create an offer. Simply create an attractive offer which prospects accept in one of three ways:

- At your Shopify store checkout,
- Texting a word called a “keyword” (promotion identifier)
- to your SMS phone number,
- Submitting their name and mobile phone number.

Place the offer on a popup or embedded form.

Place the offer on a popup or embedded form on your website, landing and social media pages. The best SMS applications provide a variety of easily customizable form templates to save time by speeding up the creative process.

Distribute an app-generated link to those form locations. Paste the link in emails, blogs, newsletters, and anywhere else you can paste a link on the web. You might also want to create QR code with the link and embed the code on flyers, product sheets, packaging materials or other media.

Boost results with paid ads and call to actions linked to your form locations.

Increase revenue

Although some initial sales will come through list building offers, most will originate from other SMS messaging initiatives.

Given its 98% open and 45% response rate vs email’s 20% open and 6% response rate, SMS is currently the most effective way to:

- Promote new products,
- Notify of restocked products,
- Upsell and cross sell,
- Recover sales from abandoned carts,
- win back lost business,
- encourage subscription renewals,
- Recover credit card defaults.

Provide premium customer service

Two-way desktop team messaging. Research from Avochato indicates that over half of consumers prefer texting over calling customer support.

Given this, conversational support via two-way SMS messaging from a team accessible inbox can become a game changer in keeping customers happy and allow you to retain more business.

Two-way mobile team messaging. The most advanced e-commerce SMS apps have



mobile team inboxes with immediate access to all customer messaging history allowing you and your teammates to provide conversational personal service anytime, wherever you are.

If your business is growing rapidly, you'll need this feature whether on desktop or mobile, since it allows any staff member to respond effectively with any customer.

Automated notifications and alerts.

Another customer service feature consumers have come to expect, is automated message notifications regarding:

- order completion,
- Shipping,
- Shipping delays,
- Delivery,
- Invoices,
- Payment due,
- Appointments and reminders,
- Estimated technician arrival times.

Support bots. Bots can save an extraordinary amount of time allowing you to grow your business more cost-effectively by giving immediate answers to commonly asked questions. Here are a few:

- Returns,
- Refund policy,
- Tracking,
- Product use,
- Items ready for pickup.

Generate and maintain loyalty programs

Ensure future sales and referrals. Since your subscribers have opted in to receive your brand messages and their open rates average 98%, you can be assured their loyalty offer acceptance rate will be substantial.

Offers send via email, on the other hand, can be routed to spam or mingled with hundreds of unopened emails in your customers' inboxes and never be seen.

Save time through segmentation and

automation. Many SMS apps allow you to segment your subscriber list to identify those you'd like to participate in your loyalty program, and then automate implementation and maintenance of the program.

In addition, they track acceptance and participation, as well as incentive usage and drop offs.

Save integration expense. With SMS there's no need to integrate fee-based third-party loyalty program apps.

Collect information to improve personalization.

Use loyalty offer messages to gather more information about your customers.

Since SMS messaging is such a highly personal channel, the more information you can gather about your customers, the more personalized you can make your message to them. More personalized messages equate to more sales.

Increase customer lifetime value

The longer customers stay with your brand, the more likely they'll purchase additional products and the greater their lifetime value to your business (CLV)

Enhance brand equity

Loyal customers become brand ambassadors. In many cases these ambassadors are also social media influencers who could grow your sales and revenue exponentially.

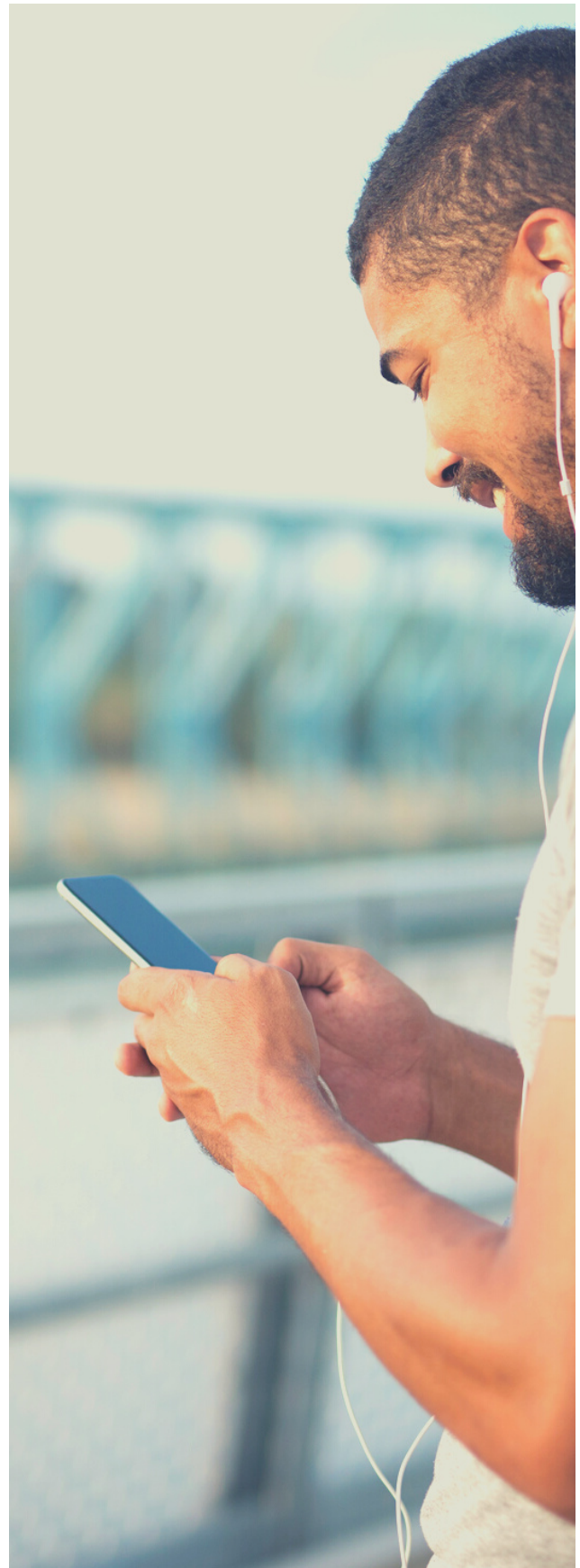
Save costs and staff

The most advanced SMS texting apps provide time-saving customizable **templates**, **automations** for all features, and **bots** for sales and customer service.

In addition, two-way messaging reduces support staffing needs by up to **70%** vs phone according to a recent Forrester research study.

Two-way messaging
reduces support staff

70%



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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