![Message Media | ORACLE NETSUITE]

Hi Sam, this is Jan from Healthy Plus. You have an appointment on 25 Nov at 4:00pm. Please reply Y to confirm. Looking forward to seeing you. Jan.

Y

Thanks Sam, your appointment is confirmed. We'll see you on Friday. Thanks, Jan.
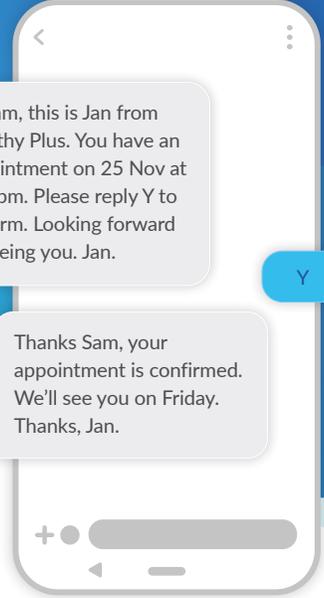
Your SMS text message checklist

Craft impactful messages to get more out of texting

Text messaging can deliver powerful results for your business or organization. With over 90% of texts read within 90 seconds, SMS and MMS can reach people more effectively than other forms of communication, while saving time and money. We've created this checklist to help you design high-impact text messages.

✓ Concise

For your message to be successful, it should be as short as possible, while still providing all necessary information. Ideally, messages should be 160 characters or less. SMS messages that exceed 160 characters will often be split into two separate messages.

✓ Relevant

Make sure the most important information in your message is front and center so that your customers know why they are receiving the message. Don't bury the important details at the end of the message.

✓ Unique

When necessary, your message should stand out and be attention-getting. For example, when sending a promotional message, you can offer an incentive to motivate customers to act quickly. You can also leverage Multimedia Messaging Service (MMS) to include images for a message that really stands out.

messagemedia.com

Compliant

Promotional marketing messages require customers to opt-in. Make sure you are gaining consent when you gather phone numbers. You also need to include an opt-out within the message.

Action-oriented

Unless your message is a notification or alert that has no desired action, make sure that you think about the goal of your message. Confirm an appointment, finish a cart purchase, complete our customer feedback survey – these messages will only be successful if you help your customer to complete these actions so always include a URL, phone number, etc.

Optimized

After your message has been sent, be sure to review its performance to make it even better in the future. Track its open rate, response rate and conversation rate to evaluate how the message could be improved upon. You should also determine if this is a message that makes sense to automate or to be used as a template.

Bulk SMS

Send a million messages with a single click via our robust web platform or APIs. Over 90 percent of messages are read within 90 seconds.

Two-way SMS

Send and receive messages globally, receiving replies directly via our web portal or webhook to your business applications.

Email to SMS

Send and receive SMS within your email application. Get started immediately by adding your company's email domain.

Schedule a free demo and get started texting today

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