

SUMMER

2020



attentive®

Mobile Messaging Masters

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

These Marketers Know Good Text Messages...

As e-commerce sales continue to heat up, Attentive is back with the summer edition of our Mobile Messaging Masters series! At the start of each quarter, we look back at recent text message marketing campaigns powered by Attentive to highlight best-in-class examples from innovative brands and organizations. In this guide, we're celebrating exceptional text messaging campaigns that drove engagement, loyalty, and incremental revenue.

Establishing a direct, personal communications channel is vital as consumers' needs continue to rapidly shift. In just the past four months of 2020, consumers across the country have come to rely on their mobile devices as their primary connection to the world around them—whether they're communicating with friends and family or shopping. And, as many individuals continue to shelter in

place, they're using their mobile devices to browse and complete purchases more than ever.

Personalized text messaging empowers brands and organizations to directly engage their audience where they're most comfortable—their mobile devices—with two-way conversations that drive action and build loyalty. The first half of 2020 has taught us that brands that can quickly meet their audience's needs—and communicate these shifting strategies effectively—will thrive.

As the summer season is in full swing, it's the perfect time to “make waves” with your mobile marketing strategy. Draw inspiration from the six examples in the following pages for new and innovative ways to engage your audience and drive more revenue.

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

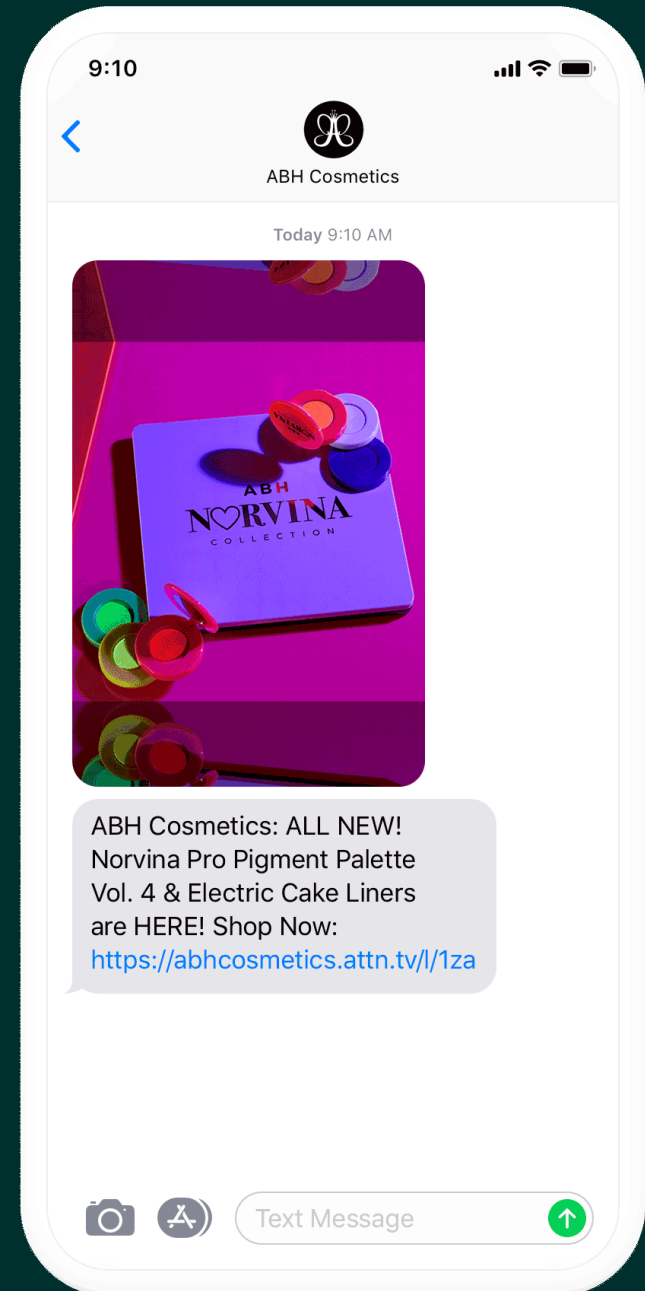
PRODUCT LAUNCH

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

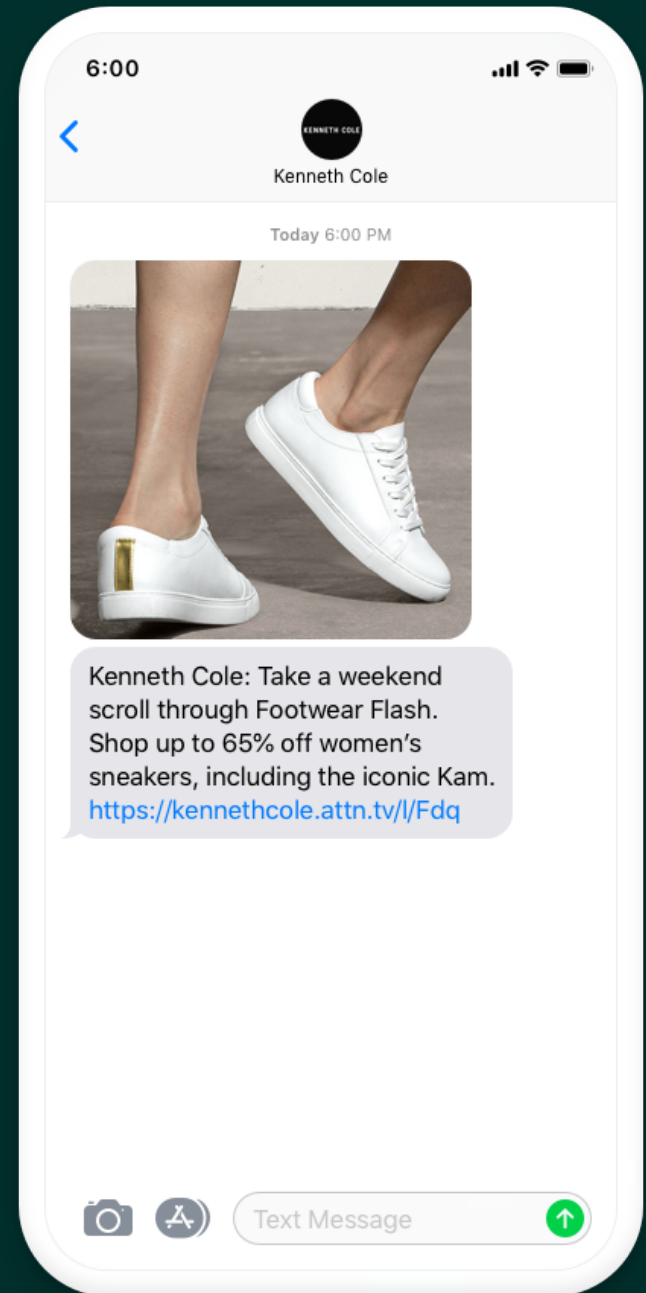
FLASH SALE

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.



Betabrand

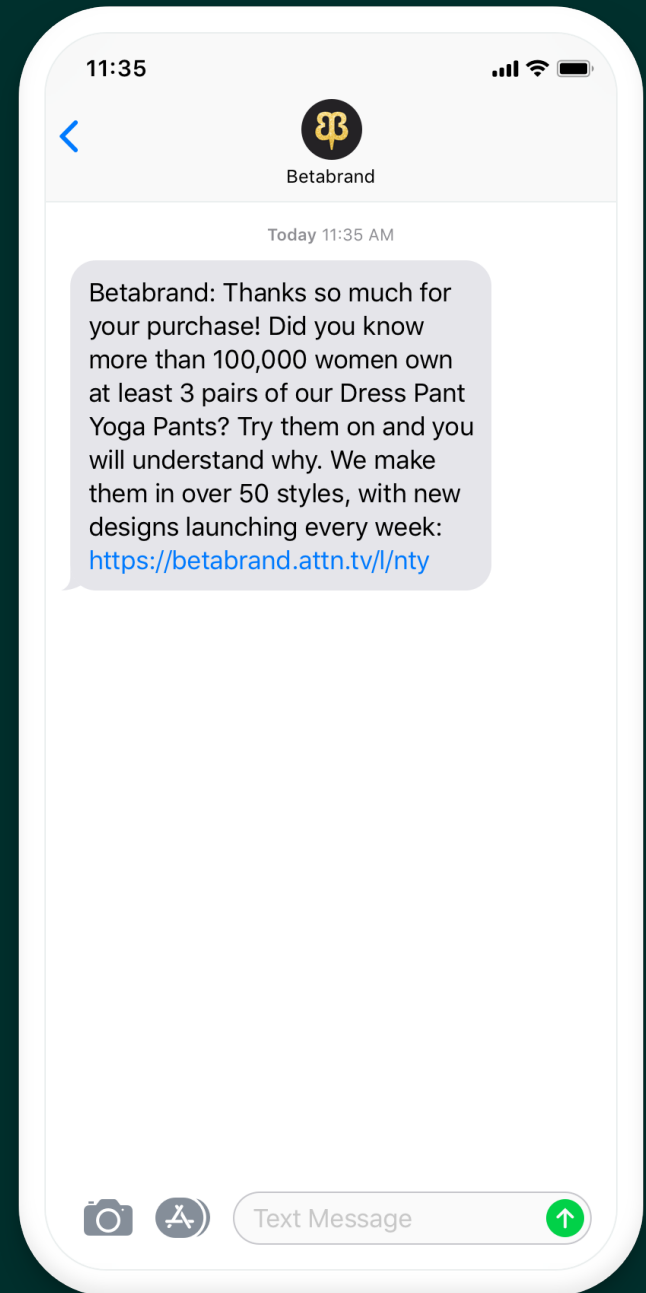
POST-PURCHASE

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

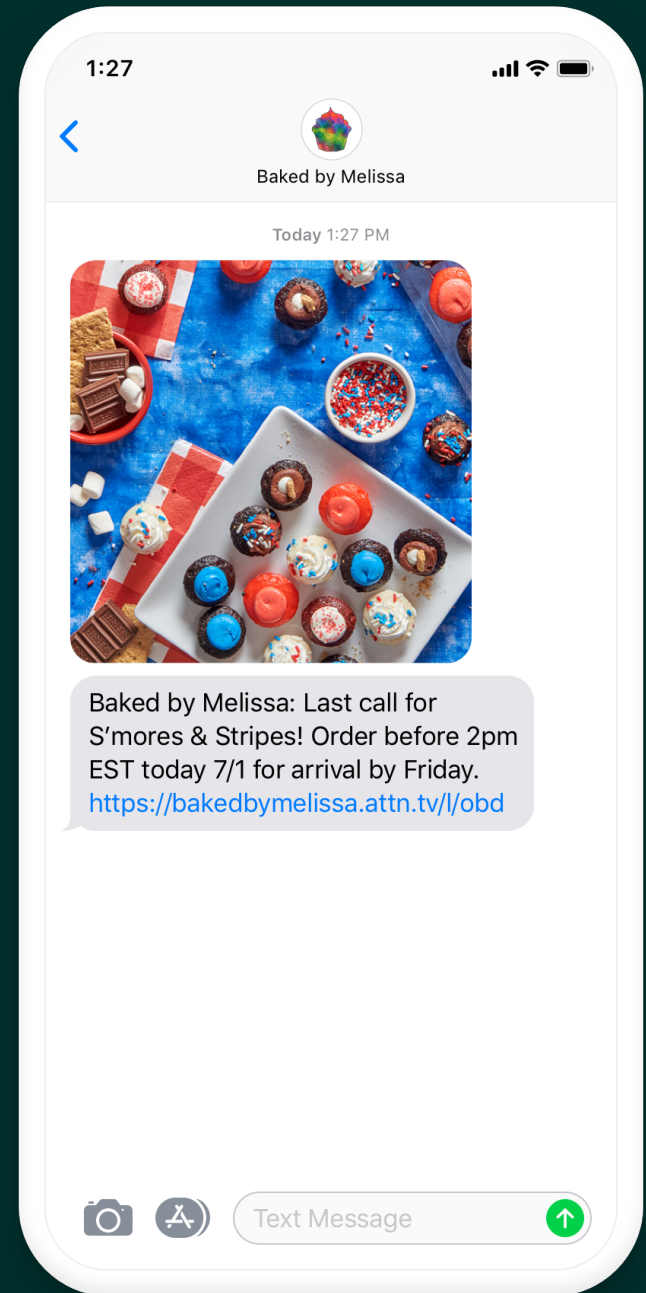
SHIPPING DEADLINE

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).





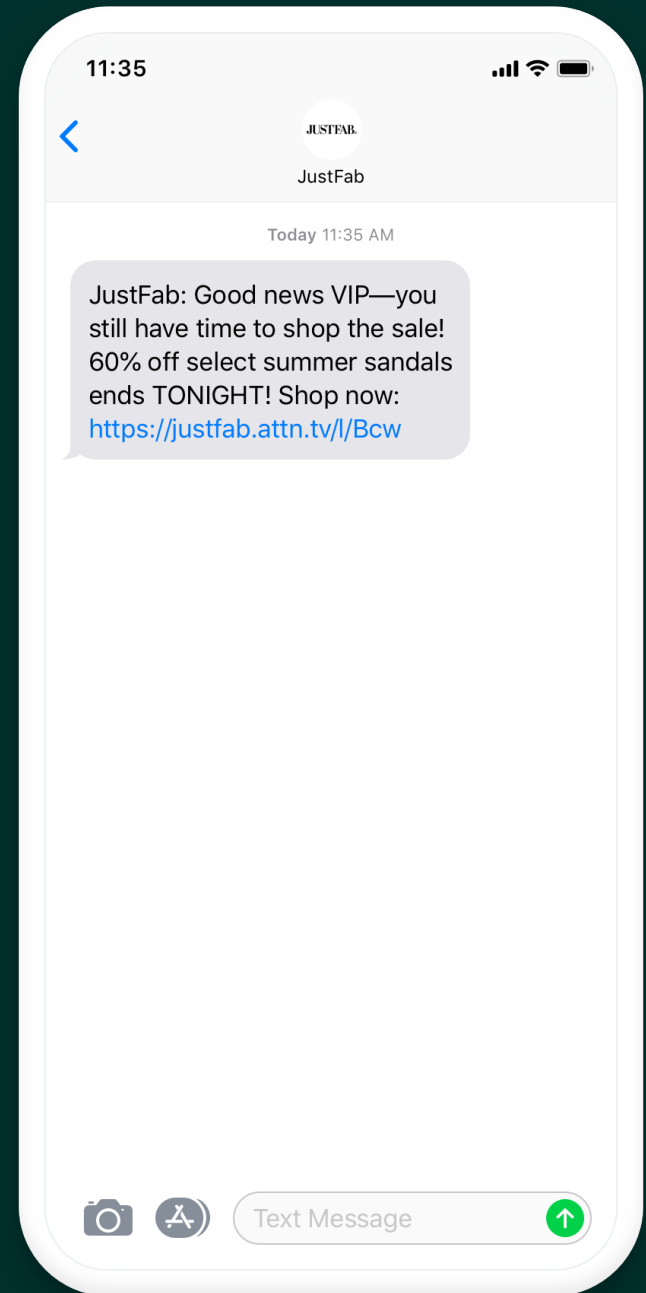
VIP OFFER

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.



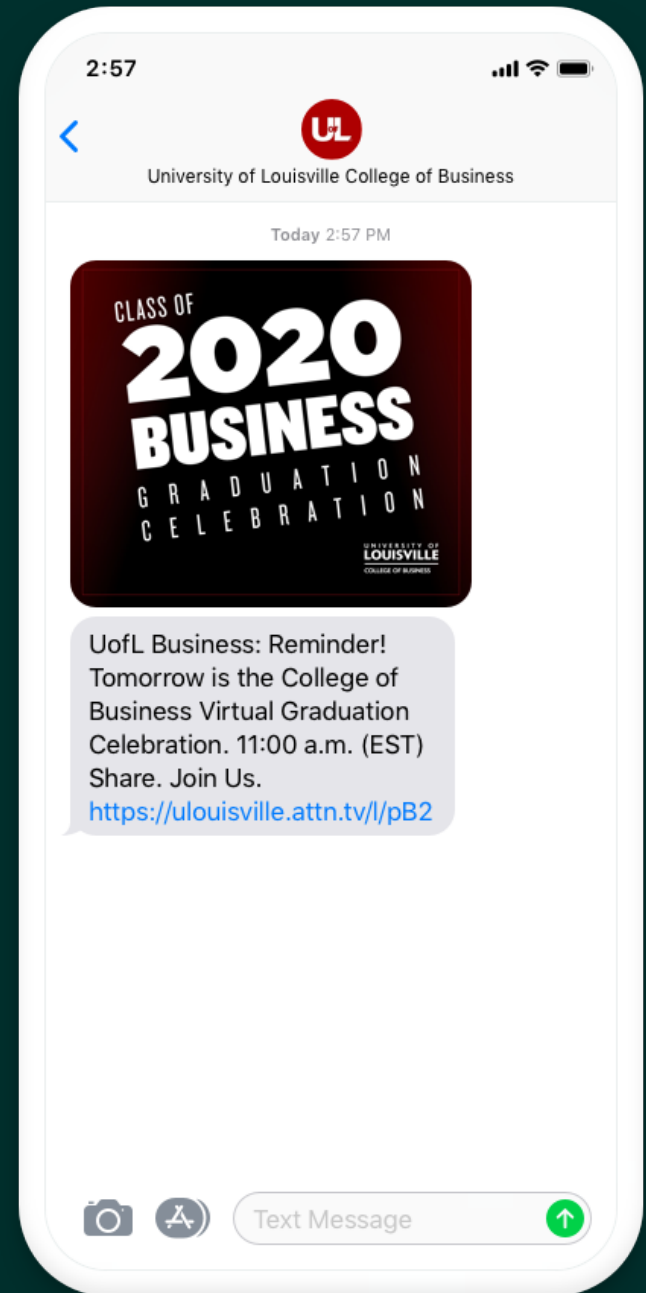
VIRTUAL EVENT INVITE

THE MASTER MOVE

Leading business school University of Louisville (“UofL”) College of Business invited text messaging subscribers to attend an upcoming virtual graduation celebration. The college included a graphic with the name of the event and clearly stated the time of the event within the text message copy. The message ended with a direct link to RSVP to the virtual celebration.

WHY IT WORKS

Sending an event invitation via text messaging is a great way to get your invite seen immediately, excite subscribers about online and in-person events, and foster a community (even when socially distanced). And because text messaging is highly personal, an invitation sent from this channel may feel more like a message from a friend—meaning subscribers may feel more invested in responding and attending. Finally, providing a direct link within the message to RSVP creates a seamless user experience.



How To Become a Mobile Messaging Master



DEFINE GOALS

For many marketers, mobile 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 mobile messaging platform, you can quickly gain text messaging 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 Customer Success team is here to share best practices, assist you in developing a mobile messaging strategy that makes sense for your unique brand, and help design message creatives.



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

1,000+ 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

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