

10 Text Message Marketing Myths That Need to Disappear

Text messaging has evolved into consumers' preferred channel for personalized, 1:1 interactions—giving you the opportunity to engage shoppers where they already spend their time. Yet this channel is still new enough that some marketers remain unsure of how to take advantage of it—or how to integrate it into their marketing technology stacks.

If you're not already using text messaging to connect with your customers—or need more data to show your team why you can't miss out on it—we've pulled together a comprehensive guide to the top 10 text message marketing myths.

Check out our [blog post](#) for more information and customer examples.



MYTH 01

Text messaging isn't effective

Text message marketing doesn't just deliver results on par with other marketing channels—it's actually more effective.

With 99% open rates and 30%+ click-through rates on average, our customers can expect a 25x+ return on their investment when launching a text message marketing program—last year our customers surpassed that by **generating an average of \$71 for every dollar spent.**

MYTH 02

Text messaging is only effective for younger consumers

The ubiquity of mobile devices ([95% of Americans](#) own a mobile phone) helps text message marketing cross generational lines.

According to the results of our [recent survey of 2,000 consumers](#), **shoppers aged 39-75 are actually more likely to connect with your business via text message than social media or website chatbot**—and 56% said they've already signed up to receive text messages from businesses.

MYTH 03

Text messaging is intrusive

Our consumer survey indicated that more than half of shoppers already use text messaging to connect with businesses, and **over 90% said they'd sign up to receive text messages** from them.

Consumers said they want to receive marketing text messages from brands they signed up to hear from at least once per week, and nearly 19% want to receive marketing from brands via text message once per day.

MYTH 04

Text messaging is a one-way channel

Text messages have a [209% higher response rate](#) than phone, email, or Facebook.

Our consumer survey showed that **55% of shoppers connect with businesses via text message**, and nearly one-third use text messaging to interact with brands for customer service—demonstrating how text messaging enables two-way interactions.

Nearly half of our retail and e-commerce customers [integrate Attentive with helpdesk software](#), empowering their customer support teams to directly respond to customer inquiries sent via text message.

MYTH 05 Text messaging and email marketing don't mix

Text messaging can actually help strengthen email marketing efforts.

If you're using Attentive, our "Email First" sign-up technology enables you to **collect 3x more email subscribers on average** while also growing your text messaging subscriber base, powering both email and text message marketing programs.

Nearly all of our retail and e-commerce customers leverage Attentive's two-in-one email & SMS sign-up unit.

MYTH 06 Text messaging is too expensive

While the average open rate for text messages is 99%, the average email marketing open rate for retail businesses is approximately 19%. And not only is text messaging the most popular smartphone feature across age groups, it **drives 10x more revenue per message than email**, proving its profitability.

Additionally, Attentive offers robust, built-in segmentation and A/B testing features to optimize subscriber growth, message engagement, and revenue generation in order to support smarter spending. Our platform also offers advanced analytics to help you see the revenue driven from each message, demonstrating ROI efficiency.

MYTH 07 Text messaging is difficult to execute

Many brands are able to get their text message marketing programs up and running in only a handful of days. Thanks to the immediacy of text messaging—**90% of text messages are opened within 3 minutes**—you can start analyzing results and optimizing future sends based on performance immediately.

And with automations that utilize real-time behavioral data, you can automatically send triggered text messages to subscribers at every step of the customer lifecycle, maximizing engagement based on the actions consumers take.

MYTH 08 Text messaging limits creativity

Attentive-powered Multimedia Messaging Service (MMS) text messages enable you to send your subscribers a wide variety of multimedia content, including pictures, GIFs, emojis, custom short-links—and even videos!

Nearly all of our retail and e-commerce customers use Attentive to send MMS messages, helping them engage subscribers with visually appealing content. Based on our consumer survey results, **51% of shoppers are more likely to complete a purchase** if a text message includes images or media.

MYTH 09 Text messaging only works for bigger brands

How well you can drive subscriber sign-ups is the most important indicator of your expected text message marketing performance.

Our platform is trusted by brands of all sizes—from household name legacy retail brands to up-and-coming direct-to-consumer startups. If you have a strong volume of monthly website visitors engaging with your brand and the right solutions in place to capture their interest, you can support healthy subscriber growth and increase incremental revenue.

MYTH 10 Text messaging is a fleeting trend

Some experts forecast mobile will account for nearly three-quarters of all e-commerce sales in 2021, illustrating the value of appealing to mobile-first shoppers. And our consumer survey showed that **more than 50% of shoppers said they became more interested in signing up to receive text messages** from businesses in 2020.

Attentive's retail and e-commerce customer base expanded by approximately 332% over the past year.

Reclaim lost revenue

The brands that take advantage of text message marketing sooner rather than later by investing in and developing this channel will position themselves to reap the rewards: better brand awareness, stronger customer connections, and increased incremental revenue.

Ready to learn more?

Our free trial allows you to see the results for yourself. Request a demo to find out why 97% of our free trials convert to paid programs.