

# Fashion and Retail

SMS guide for the fashion and retail industry

**mediaburst**





## Would you rather give up your mobile phone or your shoes?

You'd probably be surprised to hear that not only would **63%** of people rather give up chocolate than their smartphone but also **22%** would rather give up their toothbrush and **21%** their shoes!

**70%** of people feel that SMS is a good way for an organisation to get their attention.



## Increase sales with SMS

**79%** of smart phone users use their phones to help them shop and **74%** make a purchase as a result.

Make the most of your marketing budget by opting for SMS and reach your customers directly for the price of a plastic bag.

Read on for 7 fantastic ways SMS can benefit your retail business...

# Why use SMS in business?



**91%**

Smartphone users that always keep their phone within arm's reach.

**150**

Number of times the average person checks their phone per day.

**68%**

People who would like to receive offers to their mobile.

**84%**

Small businesses who have invested in a mobile presence have seen immediate, long term benefits and new customers.

**57%**

Consumers would be interested in a brand's SMS loyalty program.

**98%**

Text messages read, compared to 22% of emails.

There are officially more mobile devices than people in the world.

SMS coupons are redeemed **8%** more than email coupons.

**19%** URL click through rate through SMS compared with **4.2%** through email.

Text messages are read on average within **5 seconds**.

SMS produces engagement rates **6 to 8 times higher** than email.

# 7 ways SMS can benefit your retail business



SMS benefits all sectors but these days it's heavily expected within the retail industry.



## Collect mobile numbers

SMS can help you collect mobile numbers from your customers in a number of ways. You could ask customers to text into a shortcode to enter a promotion, to join your SMS “insiders club” or for money off their next purchase.

Companies have been known to collect as many as **5,000 numbers in 24 hours** when offering a discount.

Text TWENTY to 84433 to join our insiders club and for 20% off your next purchase.



## Gain customers

Once you've got your numbers you can impress potential customers before they've even made a purchase! A simple message thanking them for signing up can be really effective in creating a relationship with new customers. Gather initial data such as what they were initially searching for to tailor your messages specifically to them.

*Psst! Adding a link creates a way for you to monitor engagement with your message through our link tracking feature.*

Hey Lauren, thanks for signing up to our insider's club! I saw you were searching for gym wear. We have a fab new range out today! - [www.tb.mu/iiCPC9](http://www.tb.mu/iiCPC9). See you soon x

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## Improve the order experience

90% of people think that the uncertainty of when their parcel will arrive is the biggest frustration of shopping online.

That's why order confirmations and delivery updates are crucial in keeping your customers happy.

Hi Dawn. We're on our way with your online order! Should be there within the hour. See you soon :)

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## Retain your customers

64% of consumers think that businesses should converse with customers more often using SMS. Make your customers happy by sending them interesting, personalised messages which show them that you recognise what they want.

You need to give your customers a reason to stay with you over your competition and SMS coupons, vouchers, tempting offers, loyalty schemes and tailored promotions will help you achieve this.

Hey Sarah. To thank you for being a loyal customer we'd like to offer you 25% off all products until Friday! Just log in to your account to take advantage, [www.tb.mu/iiCPC9](http://www.tb.mu/iiCPC9) Enjoy!x

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## Increase sales

50.3% of ecommerce traffic comes through a mobile device, **19%** of SMS links are clicked compared with only **4.2%** of email links and SMS coupons are redeemed **8%** more often than email coupons so join the millions of companies who are benefitting from using mobile ecommerce now!

Even the most incredible deals will fail if no one knows about them. **98%** of texts are read within seconds, so it's the perfect way to entice your customers and increase sales. Tailoring your messages to each of your customers will mean that you get the most out of your marketing spend. You can also increase your app download success by sending out links via SMS!

Hey, you were in store yesterday looking for a navy fascinator.  
Just letting you know that we've now got some in stock!

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## Be personal

**67%** of online shoppers shop online because there's more variety and choice. Don't lose your customers to your competitors by separating yourself from the crowd and getting to know them individually. You can then personalise your SMS and make sure that the deals you send to each customer are relevant by using our merge and groups features.

**45%** of SMS campaigns are successful compared with **6%** of email campaigns. Increase your success rates even further by dividing your numbers depending on their online activity, gender and age.

Hey Martin. We noticed you were looking at wedding gifts yesterday. Sorted a suit yet?  
We've just got a new range in with all suits under £150! Take a look - [www.tb.mu/iiCPC9](http://www.tb.mu/iiCPC9)



## Leave your customers feeling happy

Why not send a text out after the delivery has been made to the customer? You could ask for an online review or ask what they thought of the product and service that they received from you. It'll give your customers a voice, make them feel valued and it's a great way of getting feedback to help you when working on improvements.

Our new, exciting product **SurveyMill** is a great way to ask your customers a series of questions relating to their experience and collect valuable data.

**If your customers leave happy  
then they're more likely to  
spread the word on how  
fabulous you are!**



# Dos & Don'ts of Fashion & Retail SMS



Do you want to use SMS to make the most of your marketing budget, attract new customers and improve on the relationship you have with other customers?

See our rules for successful SMS marketing within the fashion and retail industry.

## Do



**Do** provide your customers with information that they're going to find useful and interesting and make sure you're targeting the relevant people.



**Do** collect data about your customers and separate them into groups within Textburst based on details such as gender, age and website activity. Tailor group texts to then be sent out to individual groups.



**Do** populate your contact lists with people who have already shown an interest in your business or in the products that you sell. All of your contacts should have opted-in to receive your text messages.



**Do** make sure you time your messages well. Schedule messages to go out at a certain time if you know you won't be available to do the send at the time.



**Do** reward loyalty by sending your contacts SMS promotions, discounts and loyalty schemes.



# Don't

**Don't** bombard your audience with nothing but generic information or irrelevant deals.



**Don't** send to your whole database every time you send.



**Don't** send to people who haven't opted-in to your messages. Be careful buying data. Texting contacts that don't wish to receive your messages is not only illegal but also damaging for your brand.



**Don't** send messages in the middle of the night or at irrelevant times.



**Don't** just reward your new customers. Aim to reward and delight your current customers too. Retaining current customers is just as important as attracting new ones.



# What do our existing retail clients have to say about Mediaburst?



Mediaburst currently has close to 50,000 registered users.

Here's what a few of those had to say about us.

Our business has increased tremendously by this easy to use text programme. Combined with our loyal database we can instantly target our core of customers in a personal and cost effective way with good reporting tools. Great customer service from the team at Mediaburst.

Neville, Director

The service Mediaburst has offered us over the years has been first class. The systems are easy to use but at the same time very detailed which allows us to be very specific in who we mail. Any updates we have asked for have always been considered and most of the time implemented as new ideas arise. I would certainly recommend Mediaburst as your SMS provider.

Simon, Marketing Manager

Textburst has enabled us to keep in touch with our customers in a quick and effective way. We have a better response to any campaign through texting our customers directly. Textburst is easy to use and the support team are very helpful. I can thoroughly recommend using Mediaburst to any small business!

Gill, Owner

# How to get started with SMS

Mediaburst has three speciality tools you can use to fulfil your SMS needs.



## TEXTBURST

Textburst is a simple web application which allows you to send SMS directly from the website. You can upload individual contacts or bulk upload from Excel so that you can send a message to 10 or 10,000 contacts at one time.

Once you've written your message and set your 'from' field you can decide to send now or schedule for later.

Have a look for yourself:  
[www.textburst.com](http://www.textburst.com)

It's free to sign up so there's no commitment!



Clockwork is our API, which lets you integrate SMS into your current system or website.

You'll either need to be a developer or have access to one to use Clockwork because you'll need to use our code wrappers or one of our plugins to connect your server to ours.

If you'd like to know a bit more about Clockwork, have a look at our website:  
[www.clockworksms.com](http://www.clockworksms.com)

Sign up for free!

The [Documentation](#) page will give you more information on our collection of code wrappers.



SurveyMill is our simple to use SMS survey application.

It allows you to create up to five questions. You can send surveys to individual contacts or you can upload groups of contacts from Excel when sending to a larger group of people.

SurveyMill also has an API so you can integrate it into your own apps, to send surveys automatically.

Once your survey has a few responses, the results page will start to take form. It'll show trends and patterns in your results with our clever graphs and diagrams.

If you'd like to sign up for a free account, check out the website:

[www.surveymill.co.uk](http://www.surveymill.co.uk)

## *Convinced? Have questions?*

We understand you need a partner you can rely on. We send worldwide and our platform is secure, reliable and robust and we only send through the best routes. Our support and technical team are always on hand to help, so join thousands of other businesses and start sending SMS through us today.

**Speak to our friendly support team for help with setting up your brand new account:**

hello@mediaburst.co.uk | 0161 359 3100

We're here to help you get all the information you need.

**If you're looking at sending volumes of 1,000+ UK messages per month, give our sales team a call to discuss rates:**

hello@mediaburst.co.uk | 0161 359 3100

[www.mediaburst.co.uk](http://www.mediaburst.co.uk)

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