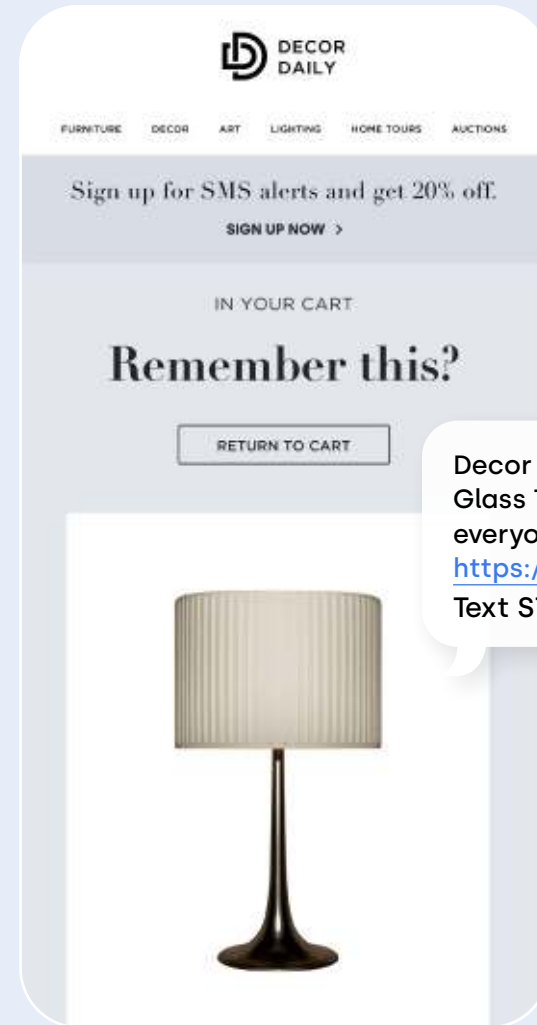


SUMMER 2022

SAILTHRU

The Right SMS Message For Every Marketing Initiative

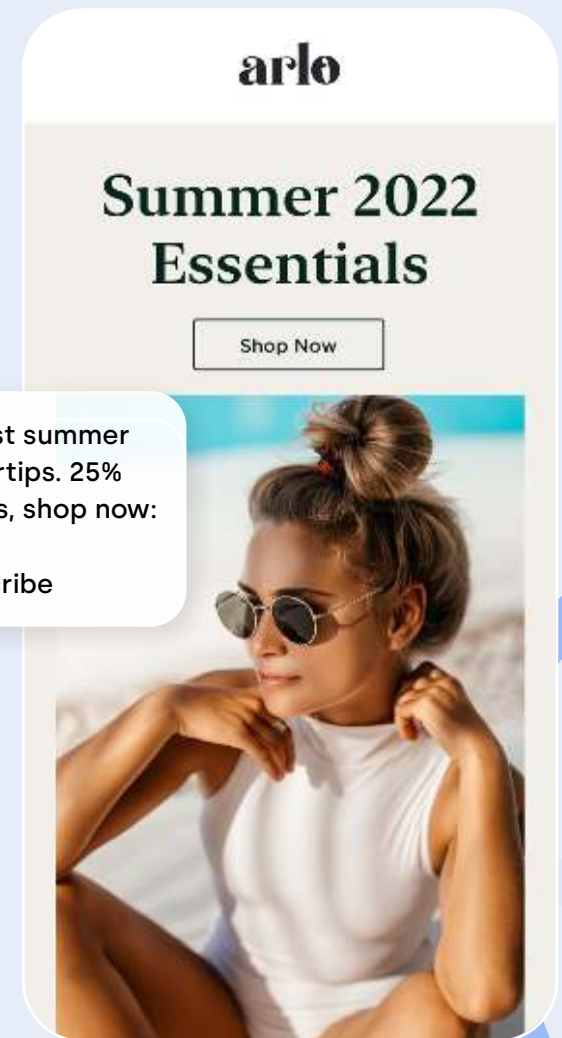


Decor Daily: Quincy Metalized Glass Table Lamp is on everyone's list. Don't miss out: <https://sthru.io/xyz>
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SMS was made for immediacy and real-time engagement. When paired with email automation and segmentation, SMS marketing not only strengthens the connection with your audience, but drives ROI efficiently and economically.

Sailthru's product suite enables marketers to **manage every campaign and channel in a single platform**. We make it easy to build contextual communications that deliver a value exchange across every interaction.

Are you ready to upgrade your relationship marketing initiatives? Reach the right people, increase retention, and drive more repeat sales with targeted, behavior-triggered messages. With "made-to-be-copied" examples, it's never been easier to get started.



arlo

Summer 2022 Essentials

Shop Now

Camille, get the latest summer fashion at your fingertips. 25% off new season styles, shop now: <https://sthru.io/xyz>
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Marketing Initiative

04

Welcome Series

- | SMS sign-up incentives
- | Loyalty rewards overview
- | Referral program promotion

05

Value Exchange

- | Alerts and trending articles
- | Back in stock and new product drop notifications
- | Birthday offers

06

Audience Growth

- | Social media growth and engagement
- | Contests, sweepstakes and affiliate marketing offers

07

Event Management

- | Invitation and 'text' to RSVP links
- | Same day event updates
- | Post-event thank you and link to survey feedback page

09

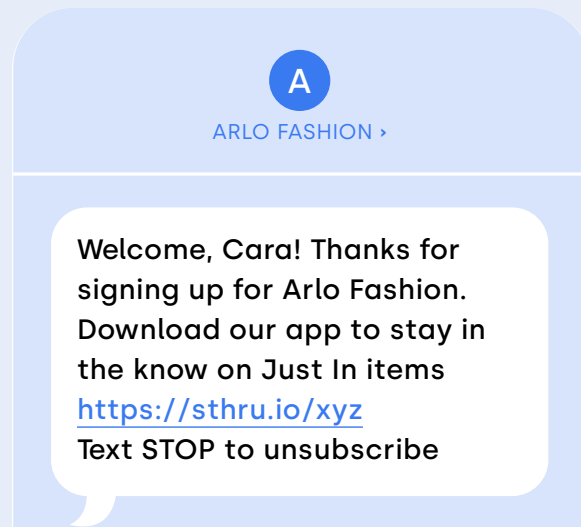
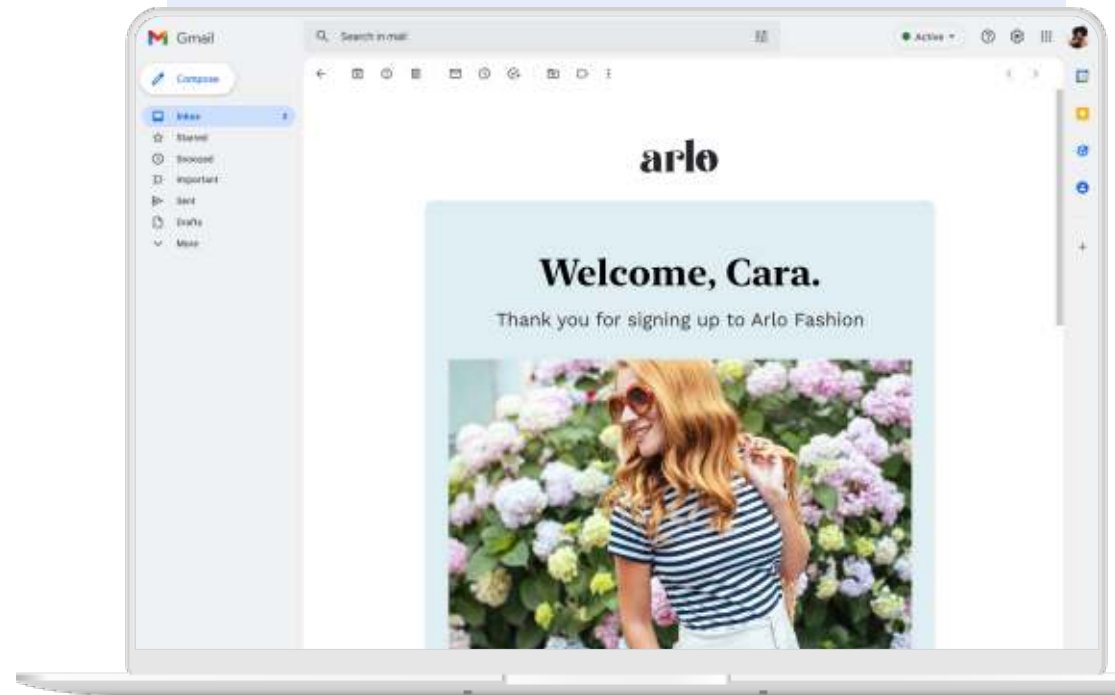
Retention and Re-engagement

- | Subscription renewal offers
- | Abandoned cart reminders

Welcome Series

This is the best time to invite new subscribers and shoppers to add SMS to their preferred channels of communication with you. Build trust and reiterate that they can unsubscribe at any time.

- | Start with an email or website overlay to promote SMS sign-up
- | Offer a sign-up incentive such as a complimentary premium content download or purchasing discount
- | Introduce readers to your referral and loyalty programs



Value Exchange

Connect on a more personalized level with SMS messaging at moments that matter most to your audiences. Leverage data you know about your audience to create segmented promotions based on past purchases or preference settings.

You Might Also Be Interested In

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JET MEDIA >

Tap the link to read more on climate change
<https://sthru.io/xyz>
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Personalized Content Alerts

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Tap to sign up to receive "What to Cook this Week" in your inbox now <https://sthru.io/xyz>
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Breaking News

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JET MEDIA >

Stocks drop 50% in end of day trading. Click to read more
<https://sthru.io/xyz>
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Birthday Discount

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Hello Tom, your birthday surprise is 25% off any order you place today!
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Product Drop

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The wait is over. High top sneakers are back in stock. Shop for your size before they sell out again.
<https://sthru.io/xyz>
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Holiday Promotion

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Show Dad how much you care. Shop and ship in time for Fathers Day.
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Audience Growth

Use SMS not only to boost awareness of your other digital platforms, but help fight list fatigue by sending offers and promotions to segmented portions of your audience who are most likely to be interested in the topic, platform or product.

Enter to Win Sweepstakes



JET MEDIA >

Tap to enter to win 2 VIP tickets to our master class now <https://sthru.io/xyz>
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Affiliate Marketing Offers

Stuff We Love
Tap the link to buy now <https://sthru.io/xyz>
Text STOP to unsubscribe



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Follow us on Instagram and receive 10% off your next purchase
<https://sthru.io/xyz>
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Cross channel audience growth

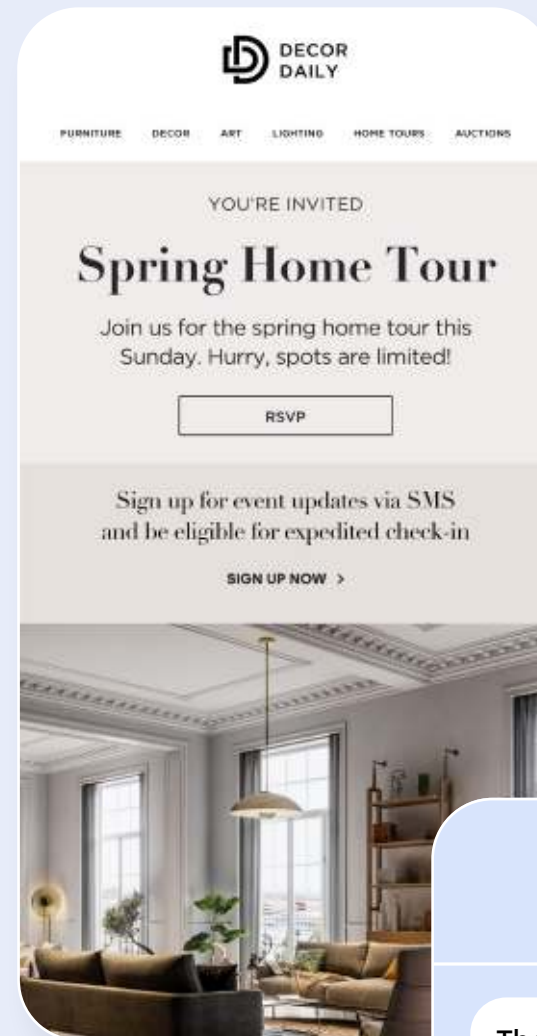
The wait is over! Retro Arlo Cloud sneakers are back in stock. Get yours now!
<https://sthru.io/xyz>
Text STOP to unsubscribe

Product restock

Event Management

Tap into the immediacy of SMS for event RSVPs and updates such as weather, road/parking details and to gauge real-time turnout. Offer an expedited VIP check-in or pre-reserved seating area as an incentive to sign up for event updates via SMS.

- | Start with an event invitation via email and include an SMS sign-up alert for event notifications and real-time updates
- | Remind registered guests with an SMS 10 minutes before the event start time
- | Send thank you and follow up messaging instantaneously



Confirmation



DECOR DAILY >

Thank you for your RSVP for the Spring Home Tour. We will send you updates on new tour additions as they are confirmed.
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Event Management

Pre-Event

The Spring Home Tour is tomorrow! Can't attend? Update your attendance so someone from the waitlist can join.

<https://sthru.io/xyz>

Text STOP to unsubscribe

Event day

Spring Home Tour Alert:
The main entrance parking lot is now full. Please go to Elm Street for additional parking.

Text STOP to unsubscribe

Post-Event

Thank you for attending the Spring Home Tour. How can we improve next year? Click the link to take our brief survey.

<https://sthru.io/xyz>

Text STOP to unsubscribe



DECOR DAILY >



FURNITURE DECOR ART LIGHTING HOME TOURS AUCTIONS

Sign up for event updates via SMS event updates

SIGN UP NOW >

TOMORROW!

Spring Home Tour

A few spots remain for our Spring Home Tour. RSVP before it's too late!

RSVP



Re-Engagement and Retention

Consumers expect their favorite brands to know them and reach out at the right time, once they've given permission. Use automated SMS messaging and personalization to make it easier for your users to renew a subscription, purchase items left in a shopping cart or to remind a reader about a saved story that was never read.

Article completion reminders

J

JET MEDIA >

Still interested in John Walker's review of The Best New Fiction Paperbacks? Pick up where you left off here: <https://sthru.io/xyz>
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Subscription Renewal

Your subscription will end next week. Tap the link to renew without interruption in service.
<https://sthru.io/xyz>
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A

ARLO FASHION >

Eyeing the Cashmere Crew? Click to buy now.
<https://sthru.io/xyz>
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Cart Abandonment

Still want to receive 3 great outfits each month? Click to renew now, just in time for the holiday party season.
<https://sthru.io/xyz>
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Membership renewal

SAILTHRU

To learn how you can incorporate SMS into your marketing strategy, get in touch with our team.

[Learn More](#)

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