SAILTHRU
by MARIGOLD

New shades have arrived

SHOP COLLECTION

Hi, Cam! Need some frame recommendations? Browse the summer collection ☀️
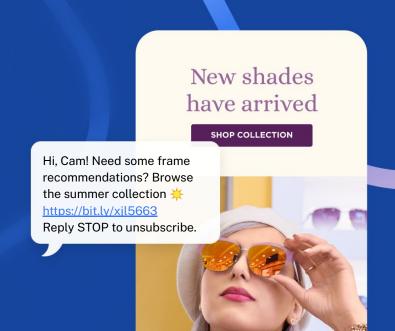https://bit.ly/xjl5663
Reply STOP to unsubscribe.

Getting Started with
Sailthru SMS

Get up and running with SMS using this simple checklist to guide you.

Let's get started!

STEP 1
Grow your SMS list

○ **Read our [5 Tips to Build Your SMS List](#).**

This guide gives you simple steps to build an engaged and compliant SMS list.

○ **Add SMS to your signup forms, capturing mobile numbers and explicit consent.**

- Our demo video, **[Add SMS to your Hosted Pages](#)**, will show you how.
- Next, don't forget to promote your updated signup form on your social media and digital platforms.

○ **Use Overlays to capture mobile numbers and consent on your website.**

- Watch the video on how to **[Add SMS to Overlays](#)** to learn more.

○ **Leverage your email database, sending an email inviting them to opt-in to SMS.**

Don't forget to create a value exchange, giving customers a reason to subscribe (the best practices guide has some great ideas)!

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STEP 2
Brush up on SMS best practices

○ **Get familiar with our complete [SMS best practices guide](#).**
The guide gives insight into the best times to send, when to use email vs. SMS, suggested frequency, and SMS compliance/regulations.

○ **Check out our [SMS: A New Way to Engage](#) webinar.**
Our experts cover the fundamentals of SMS marketing and show you how easy it is to build, send, automate, and report on your cross-channel messages in Sailthru.

STEP 3
Plan your cross-channel strategy

○ When paired with email automation and segmentation, SMS marketing strengthens the connection with your audience and drives ROI efficiently and economically. [Check out this guide](#) to start planning how, where, and when to incorporate SMS into each of your marketing initiatives.

● **Pro-tip:** Use Lifecycle Optimizer to automate your SMS marketing touchpoints. [Here's how.](#)

Once your SMS toll free number has been verified, **it's time to start sending!**

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STEP 4
Time to create and send your first campaign

○ **Create your list in Sailthru and send your first SMS in just a few simple clicks.**

Learn how in this how-to video: **Sending Your First SMS Campaign**

STEP 5
Optimize SMS engagement and track results

○ Personalize your SMS content using custom fields *(i.e first names, location, purchase preferences).*

○ Segment your audience based on characteristics or behaviors to send more targeted messages.

○ Test your SMS content. Try emojis or different CTA's to see which resonate with your audience.

○ Improve engagement by testing different send times and days (making sure they are compliant with best practices).

○ Measure and track your SMS campaign performance to inform the next steps in your engagement strategy.
   - We show you how in this video about **SMS Campaign Reporting**.

Make sure your finger is on the pulse with SMS by visiting our **SMS Resource Center.**

For additional SMS support, you can:
- Talk to your Customer Success Manager
- **Contact Sailthru support**