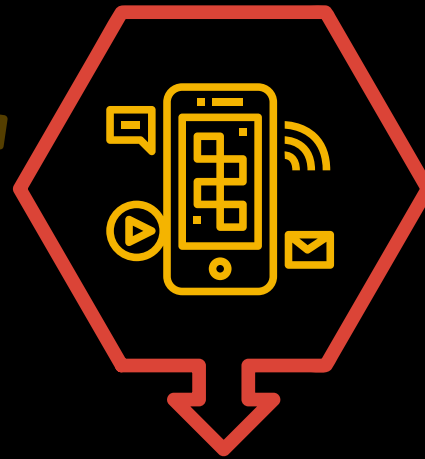


What You Need to Know About SMS Marketing

Personalise Your
SMS Marketing Campaigns



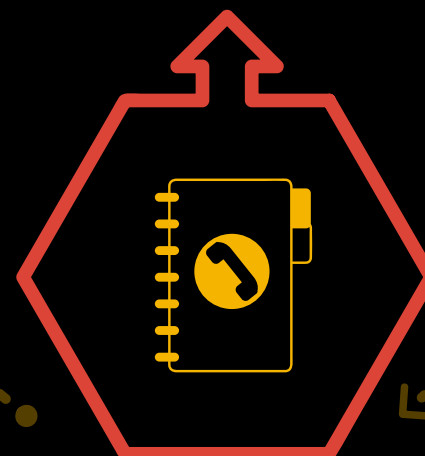
Choose a Reliable
SMS provider



Conduct Keyword
Research



Set an Auto-reply



Collect Phone Numbers
and Get Permission



Keep it Short and Add
Value to Your Customers



**SMS or Short Message
Service remains one of the
most effective ways of
reaching customers in a cost-
effective way.**

**Here are six ways to get
started with SMS marketing:**

A black and white photograph of two elephants. The elephant on the left is in the foreground, facing slightly towards the right. The elephant on the right is behind it, facing towards the left. Their tusks are prominent. The background is dark and out of focus.

7.

**Choose a
Reliable SMS
Provider**

2.

Conduct Keyword Research

3.

Set an Auto-reply

4.

Collect Phone Numbers and Get Permission

5.

**Keep it Short and
Add Value to Your
Customers**

A detailed black and white profile of an elephant's head, showing its large ear, tusk, and trunk, positioned on the left side of the image.

6.

**Personalise Your
SMS Marketing
Campaigns**



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Head of Business Intelligence
and Leadership



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