

# SMS Ideabook

Learn how to implement SMS into your business with this collection of mobile concepts.

 [go.burstsms.com](https://go.burstsms.com)

**Burst**  **SMS**



# Introduction

As marketers, we're always on the lookout for new ways to reach our customers while trying to get the best results we possibly can. This means reaching them where they spend the most time, on their mobile devices.

According to the GSMA, there are over 5 billion unique mobile subscribers worldwide today, and it's expected to reach 5.9 billion by 2025. That's almost triple the number of current Facebook users worldwide.

A recent survey from Deloitte also show that people check their phones over 50 times per day on average. In addition to this, the study also proved that most people have their phones within reaching distance throughout the day. This is why SMS one of the quickest, most effective, and most affordable tools to help reach your customers.

Get inspired and learn about all the different ways you can use SMS to reach your customers in this SMS Ideabook.



PAGE 3	————	Sales & Marketing
PAGE 4	————	Customer Engagement
PAGE 5	————	Delivery Notifications
PAGE 6	————	Multimedia Messaging (MMS)
PAGE 7	————	Automation
PAGE 8	————	Billing & Collections
PAGE 9	————	SMS Donations
PAGE 10	————	Appointments & Reminders
PAGE 11	————	SMS Alerts
PAGE 12	————	Email to SMS
PAGE 13	————	SMS Integrations
PAGE 14	————	Security & Verifications
PAGE 15	————	UTF-8 Characters
PAGE 16	————	Group Chat
PAGE 17	————	Customer Support
PAGE 18	————	Instant Feedback
PAGE 19	————	Contact Us

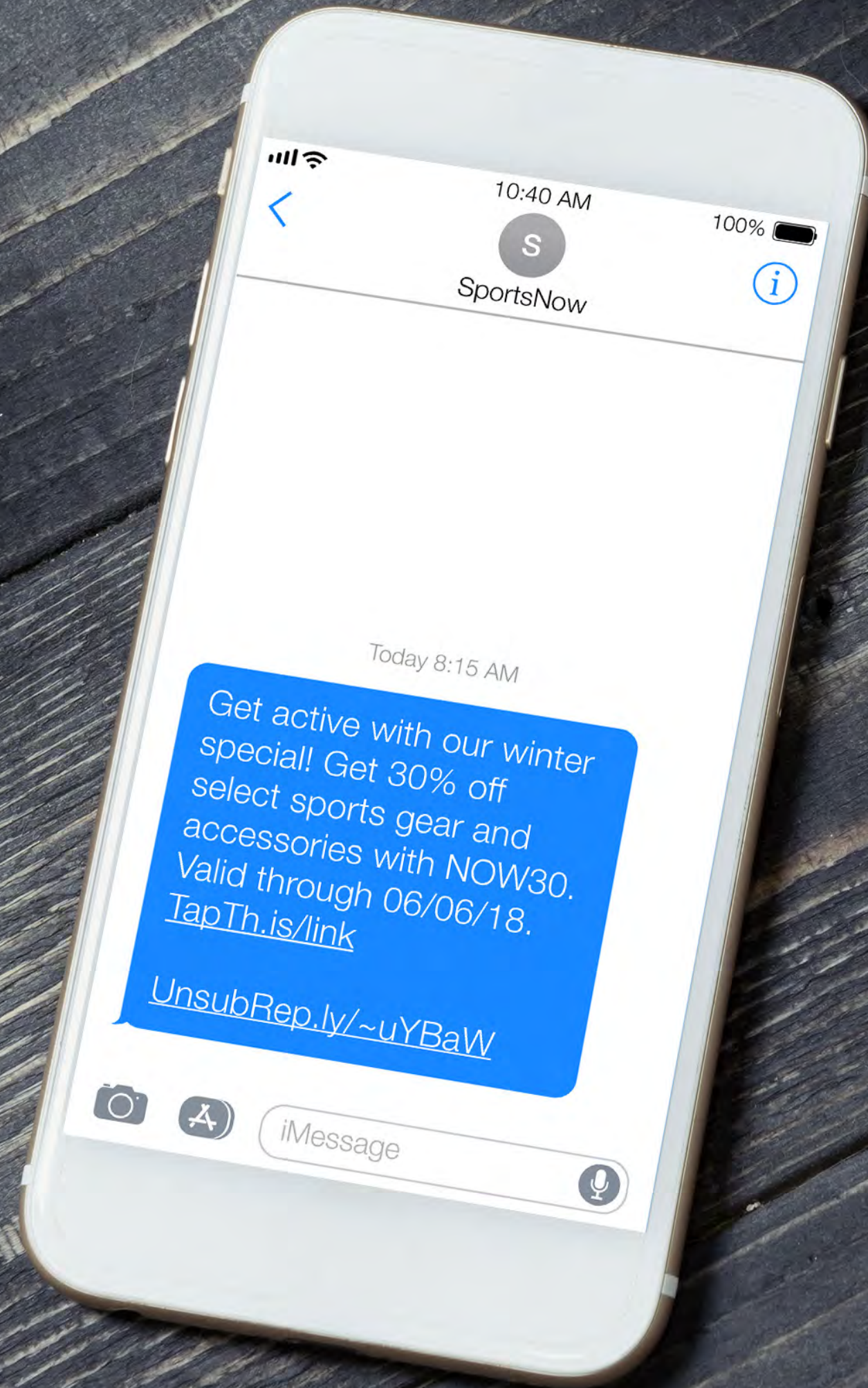
# Sales & Marketing

Get instant results through SMS marketing

Text messaging is instantaneous. **The average SMS is read within 3 minutes,** and has a **98% open rate.** This makes SMS one of the quickest and most effective tools to help you drive traffic and sales.

It takes just a few minutes to launch your first campaign. Check out our SMS templates to get started even faster. Try sending a flash sale, event invitation, or a more targeted promotion to boost your sales.

[Learn More](#)





FAMILYTRAVEL

You're entered to win 1 of 5 all inclusive family trips to Bali. Details: [TapTh.is/link](https://TapTh.is/link)  
Opt out reply STOP

# Customer Engagement

Let's make it easy for your customers to stay happy

Launch a fun and memorable competition, contest, or giveaway to keep your customers engaged. It's easy for them to enter, and it's an incredibly effective way at building your contact list. Participants simply need to text a keyword to your virtual number to enter.

Set up an auto-responder to confirm their entry, and include additional steps if necessary.

[Learn More](#)



Hi Andy, your order for a wireless keyboard and mouse has shipped! Estimated arrival: 08/06/18. You can track it here: [TapTh.is/link](https://TapTh.is/link)

# Delivery Notifications

Confirm orders and keep customers up to date

Customers love checking up on their orders, so keep them up to date with real-time SMS updates. Send an SMS once their order has dispatched, if any unexpected delays occur, once the package arrives, and to collect feedback.

You can also notify customers when they have items left in their shopping carts. A gentle reminder can improve your customer experience and boost your bottom line.

[Learn More](#)

# Multimedia Messaging (MMS)

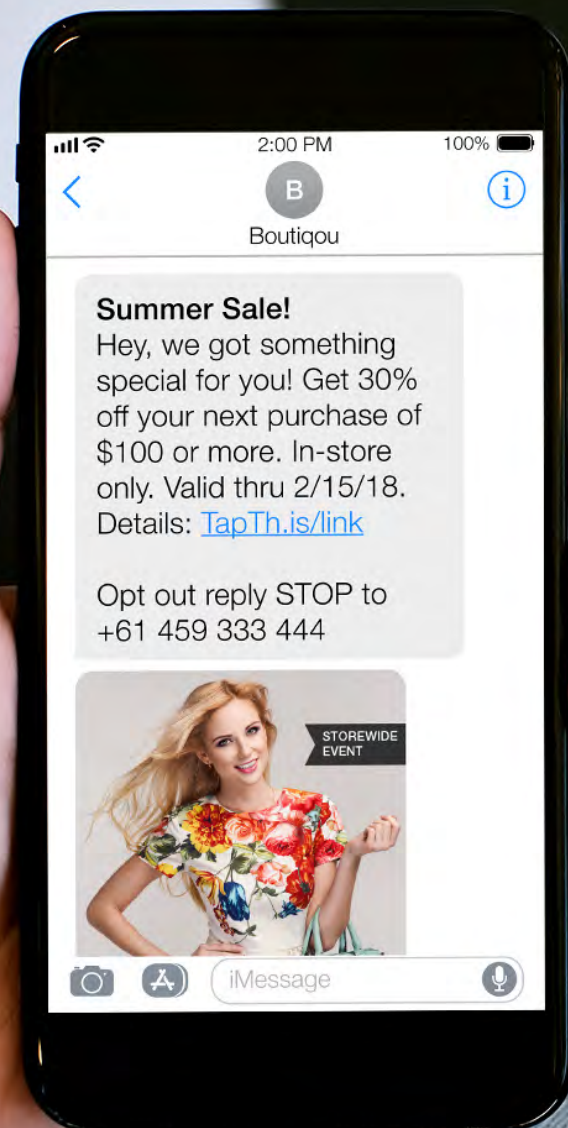
Let's get visual. Send a picture message or an animated GIF

Multimedia Messaging Services (MMS) is essentially a visual version of an SMS. There are many reasons why businesses love using them.

Each message includes a dedicated subject line, longer body copy (1,000 characters), and multimedia creatives (.jpg and .gif files).

MMS is excellent for promoting speciality services and luxury goods. Try launching an MMS campaign for an exclusive product launch, special promotion, or VIP invitation.

[Learn More](#)

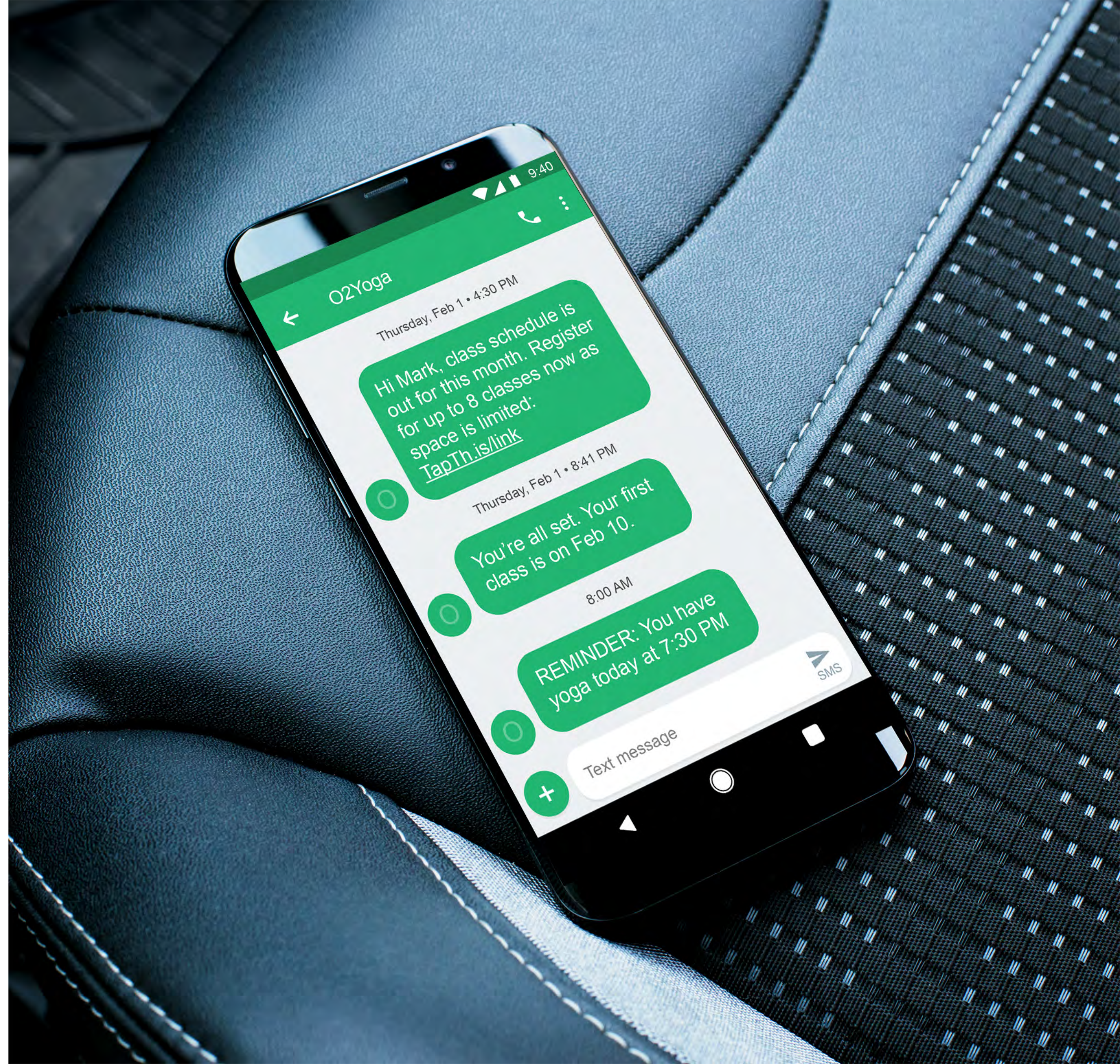


# Automation

Create complex sets of automated text messages

The key to making your business more efficient is automation. Use our **SMS automation tool — Sequencer**, to schedule multiple reminders or repeating sequences of events. The Sequencer can be activated by adding lists, keywords, forms, or API callbacks. It can also be triggered manually, and is highly customisable.

[Learn More](#)





# Billing & Collections

Chasing money doesn't have to be painful

Your customers are not intentionally trying to pay you late, for the most part at least. It's easy for them to get caught up in their daily tasks, so your invoices may just slip through the cracks. **Automated SMS reminders** can gently nudge them in the right direction.

Set reminders in advance, so you avoid that dreaded collections call or email about overdue payments.

[Learn More](#)



# SMS Donations

Make it easy for donors to consistently contribute



Charities can collect donations instantly by texting an amount or sending a keyword to a virtual number. Similar to texting a short code and billing directly to your phone account, with the **Burst SMS x GiveEasy Donations Platform**, the donor can be billed through their credit card, safely and securely.

Special campaigns such as the **Sydney Children's Gold Telethon** (featured on the left), raised over 6 million dollars with the help of SMS donations. The campaign was featured live on Channel 9, and allowed donors to simply text in the keyword 'GOLD' to contribute.

[Learn More](#)

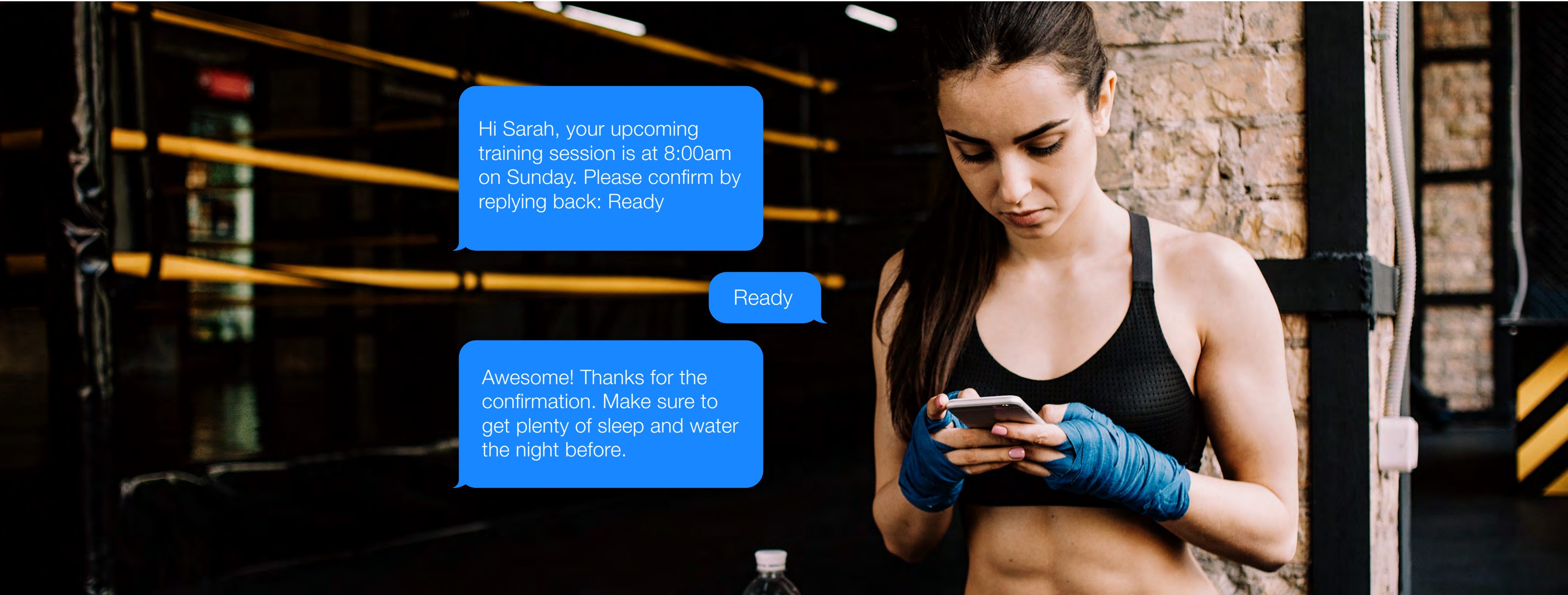
# Appointments & Reminders

Reduce the number of missed appointments to boost revenue

Missed appointments can result in a loss in productivity and revenue. Help ensure that your clients make it to their scheduled appointments with an SMS reminder and confirmation. A reminder is expected and appreciated by your customers, so take

advantage of the opportunity to connect and improve the customer experience.

[Learn More](#)



Hi Sarah, your upcoming training session is at 8:00am on Sunday. Please confirm by replying back: Ready

Ready

Awesome! Thanks for the confirmation. Make sure to get plenty of sleep and water the night before.

# SMS Alerts

Add a sense of urgency to your text messages

When something goes south, you need to be able to react as fast as possible. Set SMS alerts in advance to notify your customers, team, or your community right away to take immediate action.

Common SMS alerts may include: severe weather warnings, suspicious database activity, itinerary changes, last minute meeting changes, and other urgent events.

[Learn More](#)





# Email to SMS

Send and receive SMS through your email

Improve your workflow by sending SMS messages via email. It works on any email provider, so you won't need to learn how to use a new tool. This is great for answering customer enquiries faster, and your chat will be documented inside a single email thread.

It's also very convenient for your customers since they will receive your email via SMS, and can respond directly from their phone.

[Learn More](#)

# SMS Integrations

Integrate SMS with your favourite applications



Your business relies on many different web applications, so it's our goal to integrate with as many of them as we can. We integrate with **1000+ apps** via **Zapier**, **Workato**, or as a **direct integration**.

Popular SMS integrations include: **Asana**, **Dropbox**, **Eventbrite**, **Facebook**, **Google Calendar**, **Hubspot**, **MailChimp**, **Marketo**, **Oracle Eloqua**, **Pipedrive**, **Salesforce**, **Slack**, **Shopify**, **Xero**, and **Zendesk**.

[Learn More](#)

# Security & Verifications

Secure your business with SMS verifications

Scammers are getting very creative and are determined to get what they want. This is why you need to tighten up your security measures by adding SMS verifications to your account activation process. Protect your business with 2 factor authentication.

This will help you ensure that only authorized users can access your service, pairing well with any additional safety measures you currently have in place.

[Learn More](#)



Hi Trevor,  
Your security PIN is:  
584315

Please remember to  
change your password  
once you login.

# UTF-8 Characters

Try texting in a different language or with emojis

Reach an international audience by using UTF-8 compatible symbols or by sending texts in 650+ languages. Popular languages include: Chinese, Spanish, Hindi, French, Greek, Portuguese, Japanese, and more.

UTF-8 encoding also allows you to send a wide selection of emojis, so you can connect with your customers in new and fun ways.

[Learn More](#)





# Group Chat

Stay in touch with your teams with group SMS

There are two ways you can use a Group SMS Broadcast: **Single Group SMS** and **Multi-group SMS**. Re-broadcasting is simply the process of texting a message to a virtual number, then having that number broadcast to a specific contact list through

our server. Group SMS chats are reliable since it doesn't need a Wi-Fi or mobile data connection; or a smartphone.

[Learn More](#)

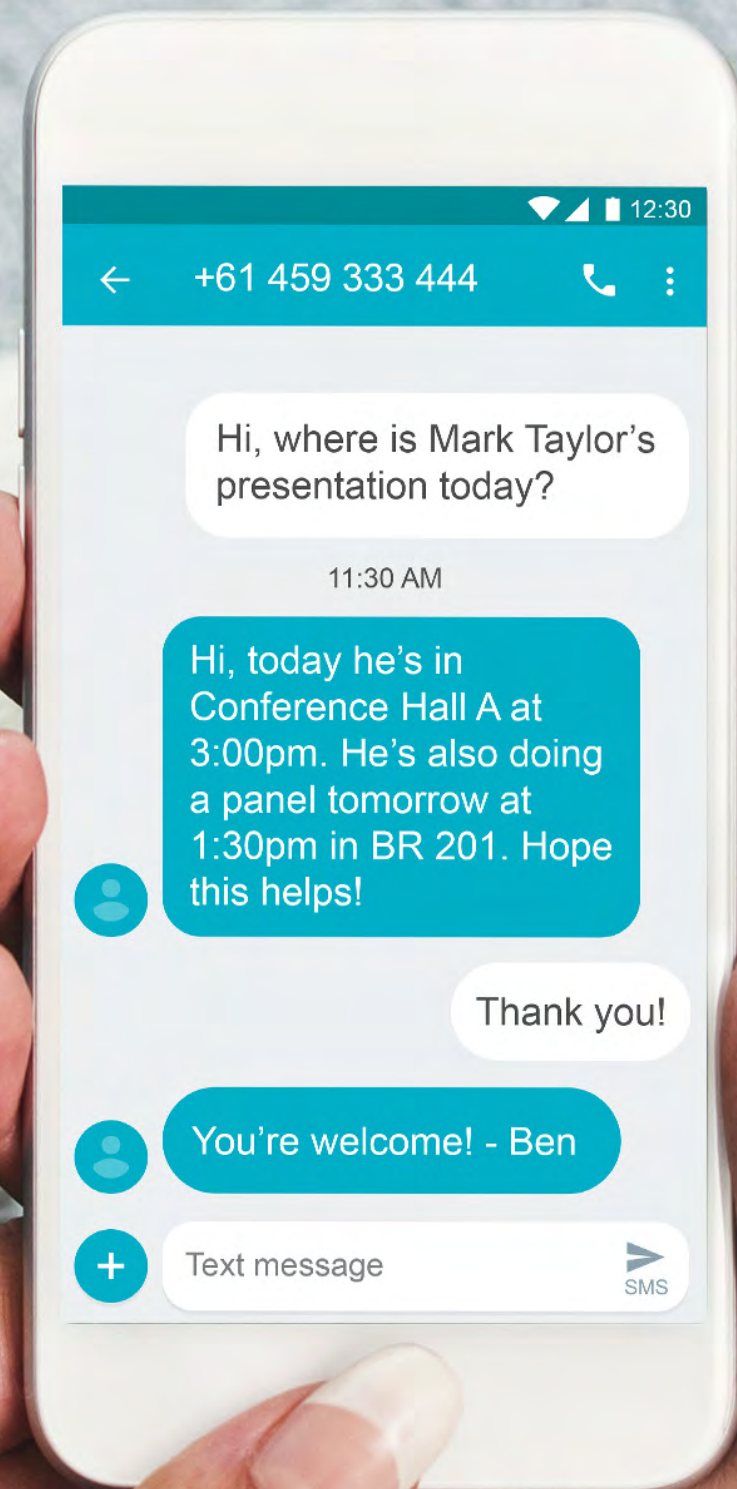


# Customer Support

Enhance your customer service experience

Customers often expect quick responses, but not all of them want to call or write lengthy emails. Texting gives your customers the convenience of asking short questions, which they can get quick answers to. No need to spend time opening a browser or waiting on hold, and they can get answers without having a Wi-Fi or mobile data connection.

[Learn More](#)



# Instant Feedback

Gather or poll information from verified users

When it comes to collecting feedback or gathering a quick pool of data, SMS is the preferred tool of choice. It's commonly used to pick the winner of shows like American Idol and Xfactor. It's also great for businesses to use on a smaller scale to

measure the satisfaction level of their customers after they've purchased a product or been serviced.

[Learn More](#)



# Contact Us

Have questions? Our team is happy to answer them.

We hope you found the inspiration you were looking for. There's so much you can do with SMS on a strategic level, and you don't need a big budget to get started. If you have any questions, feel free to contact us.

## Contact Information:

**Support:** [helpdesk@burstsms.com](mailto:helpdesk@burstsms.com)

**Sales:** [sales@burstsms.com](mailto:sales@burstsms.com)

**Phone:** 1300 012 014

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