

# SMS Campaign Checklist



## THE TIME & DAY

- Choose a day for your campaign
- Consider what time customers are likely to engage with you



## THE RECIPIENTS

- Have you uploaded your data?
- Are the correct custom fields included?



## THE MESSAGE

- Have you got a clear call to action?
- Are you including personalisation?
- Does it make sense?
- Would you respond to it?
- How many characters have you used?



## THE SENDER ID

- Do you want replies?
- If sending from your brand, is your senderID under 11 characters?



## TRACKING

- Are you including a link in your SMS campaigns?
- Have you used the URL shortener?
- Is there a space either side of URL so the phone can hyperlink it?



## TESTING

- Have you sent a test to yourself?
- Does everything look as you hope?
- Have you clicked on the link to check it goes to the right place?
- Is the webpage you're linking to optimised for mobile?



## SENDING

- Are you sending it right away?
- If scheduling, have you chosen the correct time and date?



## ANALYTICS

- After the campaign, have you checked your delivery report?
- How many people have clicked on your link?



## FOLLOW UP

- Are you going to follow up those who clicked?
- Have you responded to any that replied?

Don't worry if you still have some questions; at FireText we're always talking SMS.