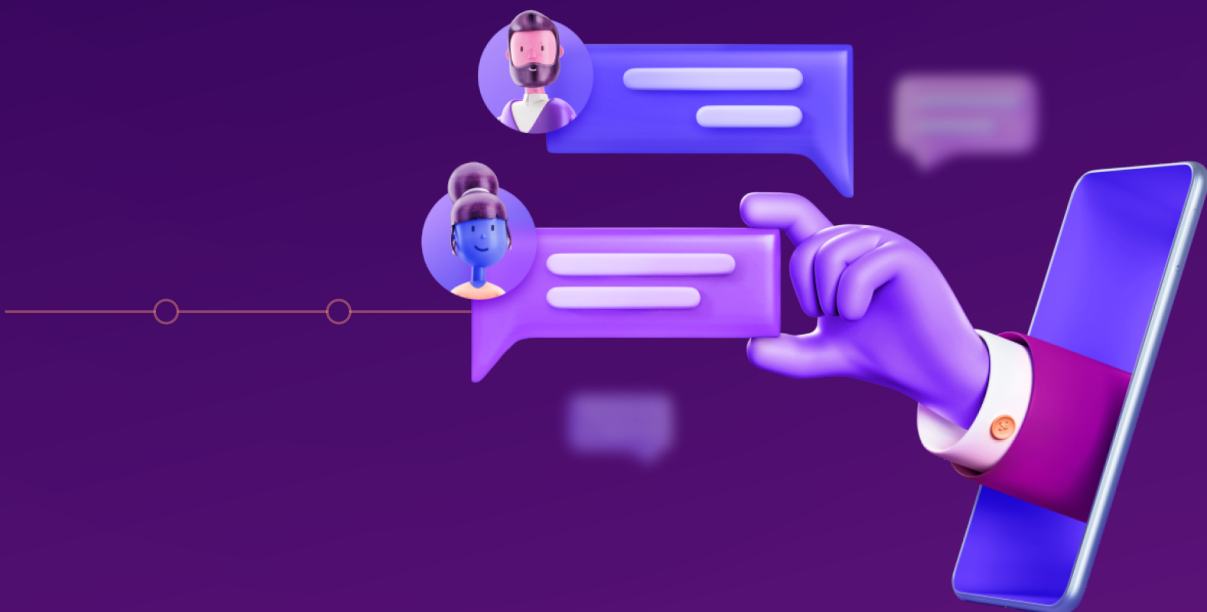# mitto

TURBOCHARGE YOUR MARKETING CAMPAIGNS WITH OMNICHANNEL AND SMS

Companies implementing unified omnichannel strategies are three times more likely to report significant revenue growth over the past year.

Today's customers demand seamless journeys across all social channels, personalized engagement, and 24/7 support. With countless options at their fingertips, finding another brand to do business with is just one click away.
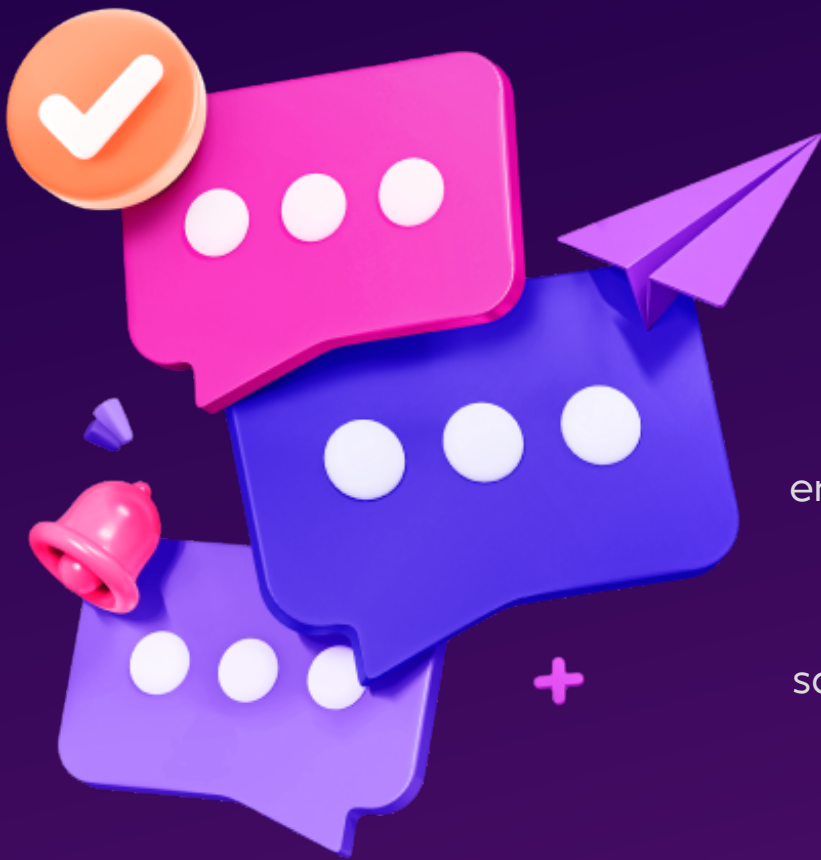
Don't get left behind. Implementing robust omnichannel marketing strategies, including SMS, enables companies to boost retention and revenue, improve CX and customer satisfaction, and respond to inquiries in real-time.

BENEFITS OF OMNICHANNEL AND SMS STRATEGIES

Omnichannel marketing is a customer-centric approach that delivers consistent, unified experiences across all channels. With buyers engaging with brands on multiple platforms, they want to move seamlessly between channels without experiencing any friction.

Omnichannel strategies put consumers in the driver's seat, allowing them to contact businesses when and from wherever they want.

Brands will also benefit from omnichannel communications. Compared to companies with little or no omnichannel strategies, businesses with mature strategies were:

4X
more likely to report incredibly loyal customers

3X
more likely to report the customer experience they deliver deserves an 'A'

3X
more likely to report annual revenue growth

2X
more likely to respond to customers in real-time

Source: The State of Customer Experience

Drive more customer engagement

Penetrate the Gen-Z market, with two-thirds of them favoring texts over emails

Reduce abandoned cart rates

Strengthen customer loyalty

Improve their bottom line

SMS MARKETING TIPS AND TRICKS

Use these SMS marketing best practices to amplify results.

Segment audiences

Leverage data from your customer relationship management (CRM) system to segment SMS subscribers by location, gender, preferences, and purchasing history. This allows you to craft hyper-personalized messages.

Stay compliant

Follow SMS compliance guidelines by only sending texts to customers who have opted into your program.

Integrate with your other marketing channels

Use SMS alongside other channels, including WhatsApp, Facebook Messenger, Instagram, and Viber.

Deliver two-way communications

Rather than just sending texts, allow customers to text back.

BOLSTER YOUR MARKETING CAMPAIGNS WITH MITTO

Mitto Campaigns allows marketers to enhance their omnichannel marketing campaigns with SMS. Our innovative and intuitive platform allows you to craft dynamic messages, segment and manage subscribers, schedule your campaign now or later, and track key metrics.

And with Mitto Integrations, you can effortlessly incorporate our powerful SMS API solutions with your existing tech stack, including HubSpot and Salesforce Marketing Cloud.

SMS MARKETING TEMPLATES

New Customer Welcome Message

Hi Sue, Thanks for joining our SMS program! To show our appreciation, enjoy 10% off your first purchase with code FIRST10: [LINK] Text STOP at any time to unsubscribe.

SMS Promo

Hi Tom, We're excited to announce that we're having a sale sitewide. Don't miss out! Save up to 15% on all your favorite items until [DATE]. Start shopping now: [LINK].

Abandoned Cart Reminder

Hi Tori, You've forgotten something in your cart! 🛒 Enjoy 20% off at checkout: [LINK].

Customer Loyalty SMS Program

Hi Chris, Thanks for being a loyal customer! 🙏 To show our appreciation, use code LOYAL15 to enjoy 15% off your next purchase: [LINK].

READY TO TURBOCHARGE YOUR MARKETING STRATEGIES WITH OMNICHANNEL AND SMS?

Contact Mitto today to learn more