Wunderkind

Text Message Marketing Playbook

Boost revenue and connect your customers with products they love

Text message marketing is now one of the fastest-growing - and most successful - revenue channels for brands. Since the shift from in-store interactions to digital experiences, consumer behavior has changed beyond recognition. The average US consumer checks their mobile device up to 200 times per day for incoming messages and engages with 95% of text marketing messages within three minutes.

For best results, marketers need to be strategic with their channels and messaging. 48% of consumers prefer direct communication from brands via text messages, but they are sensitive to the volume of messages they receive from any one brand. If you overwhelm your customers with too many messages, you risk losing subscribers from both your text message and email marketing programs.

This Text Message Marketing Playbook provides real-world examples of how leading brands use Wunderkind's performance marketing engine to turn text messaging into a top revenue channel. Ready to make the most of your text messaging strategy? You'll find plenty of inspiration ahead.

Getting Started

Before you begin sending texts, set yourself up for success with a solid foundation.

1

Develop your subscriber list.

Grow your new owned channel by adding text messages to the communication options offered on your website. For the best customer experience and results, you'll need identification technology that knows whether a website visitor has previously provided their email, phone number, or both, so you can connect with your customers in the way that suits them best. With Wunderkind, you can ask customers to opt in via channel choice: text only or email only.

2

Set a strategy.

Text messages pack more punch when they're short and focused. Use tools like Smart Sender to send messages at the optimal time based on when the user last visited your site and is most likely to engage. Leverage urgency: most conversions occur within the first 3 hours of receiving a text. And make it personal – the future of text messaging is hyper-personal and will only be possible with solutions that let you send one-to-one messages at scale.

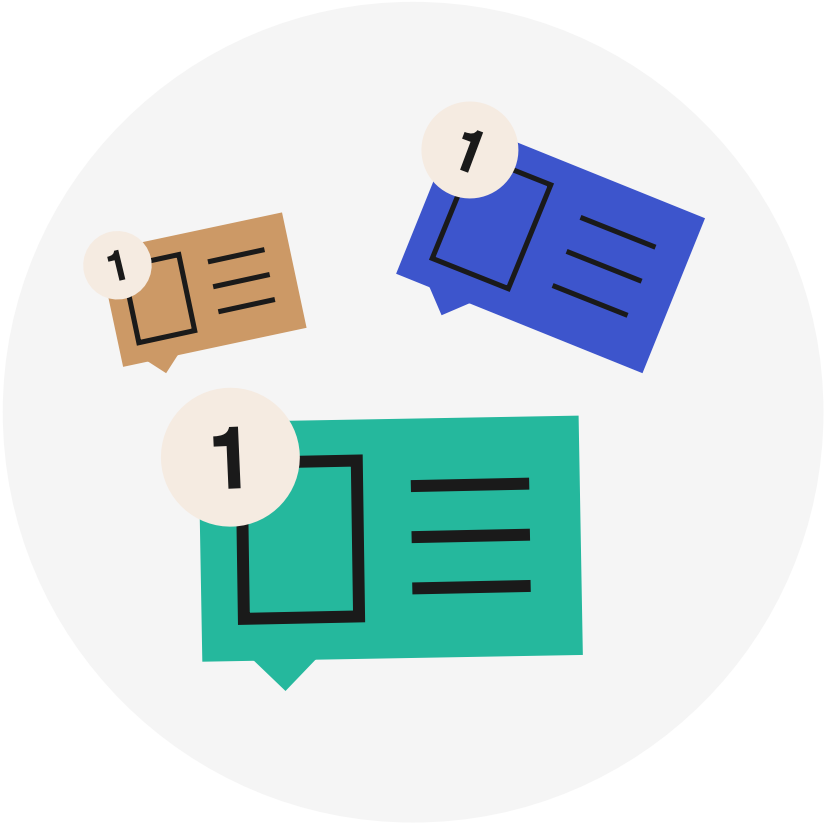
3

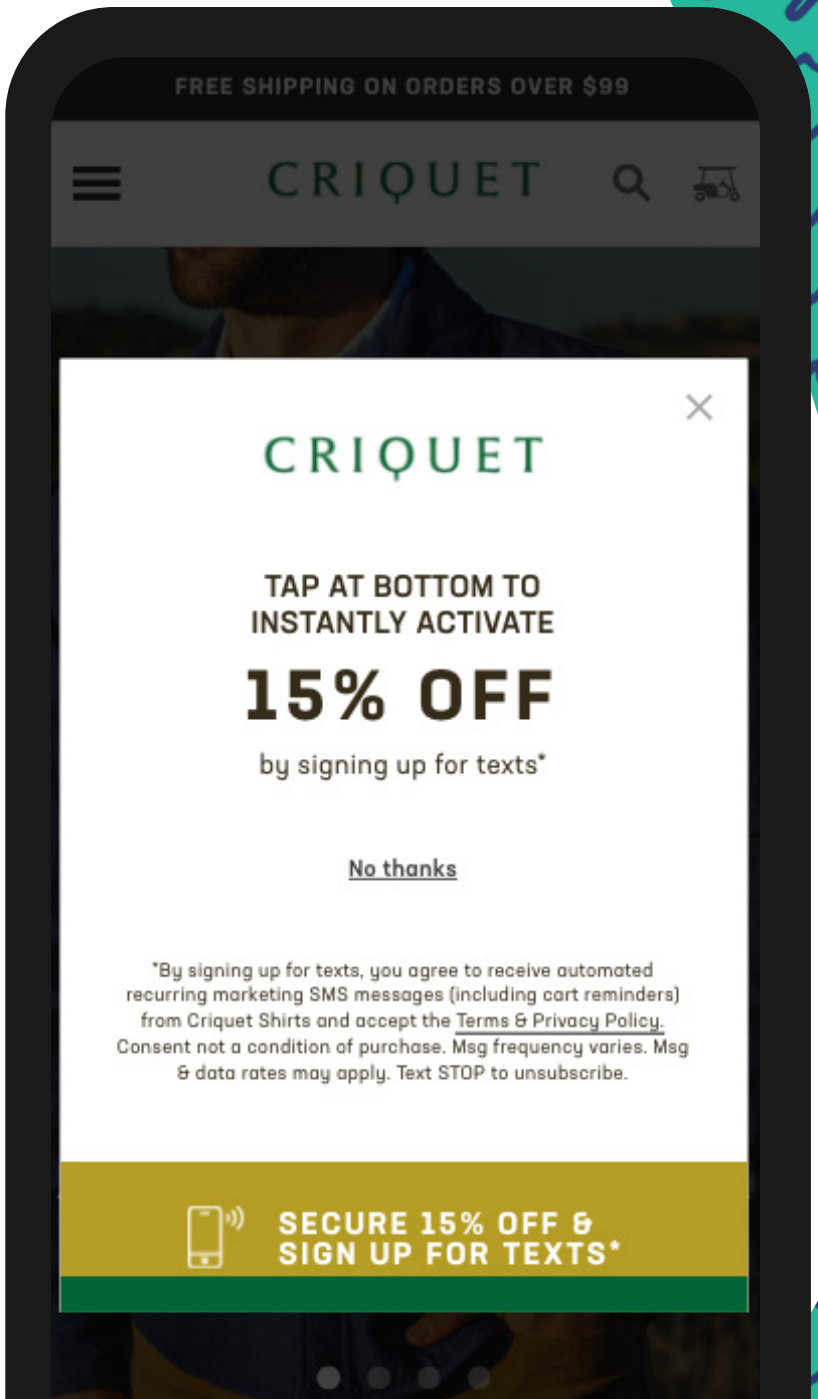
Combine the power of email and text.

Separately, email and text messaging drive digital revenue. Together, they're even stronger. Wunderkind generates 20% more abandoned email revenue when it also manages a brand's text program. With the release of iOS 15 and the demise of 3rd party cookies, blending email and text messaging strategies is a game-changer.

Ready to get started?

Let's dive into examples of how leading brands are crafting plays for their text marketing strategies. We've organized them from beginner to advanced to help guide you on your text journey.





1 Welcome Texts

Jump in and engage your mobile subscribers as soon as they join your text messaging program. Typically, consumers are most engaged when they first sign up. Once you've delivered the necessary legal and compliance communication, use your welcome series to thank new subscribers with an exclusive mobile offer. You can also encourage subscribers to add your phone number as a contact so they know it's you every time they receive a text from your brand.

Give Customers Exclusive Offers

ChiliSleep provides a tempting 15% off to motivate new subscribers to return to site.

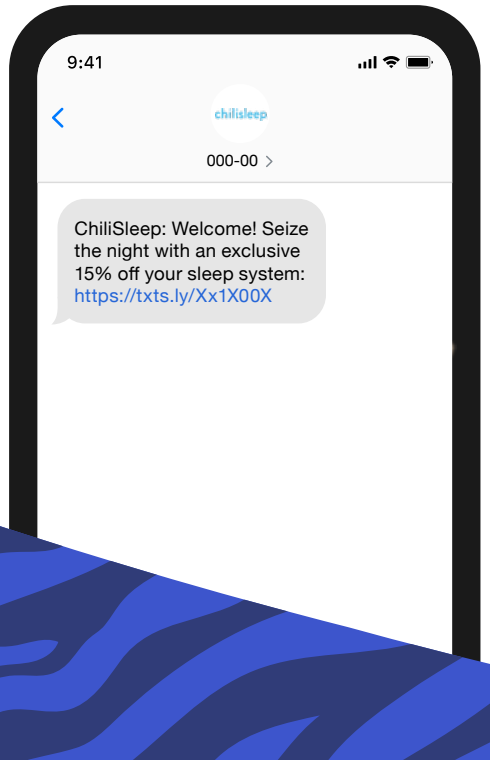
Use Your Brand's Distinctive Voice

Nest engages mobile subscribers with an invitation to become part of their "Nest."

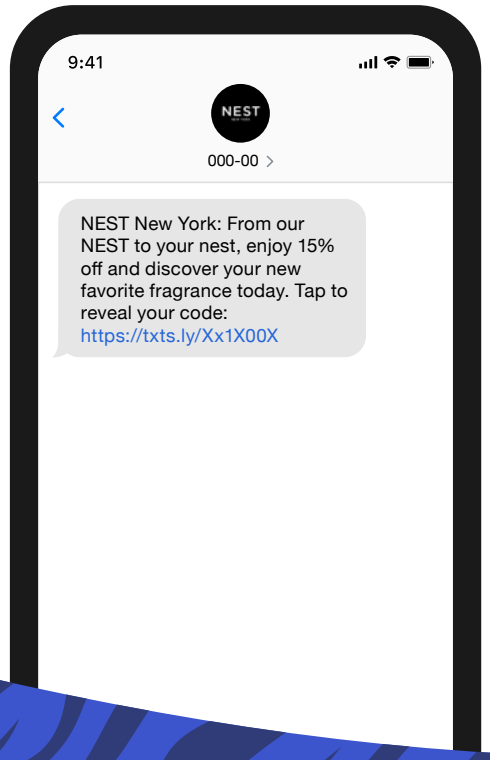
Go Emoji-First

Morphe uses a festive emoji to help customers instantly see these texts will be fun.

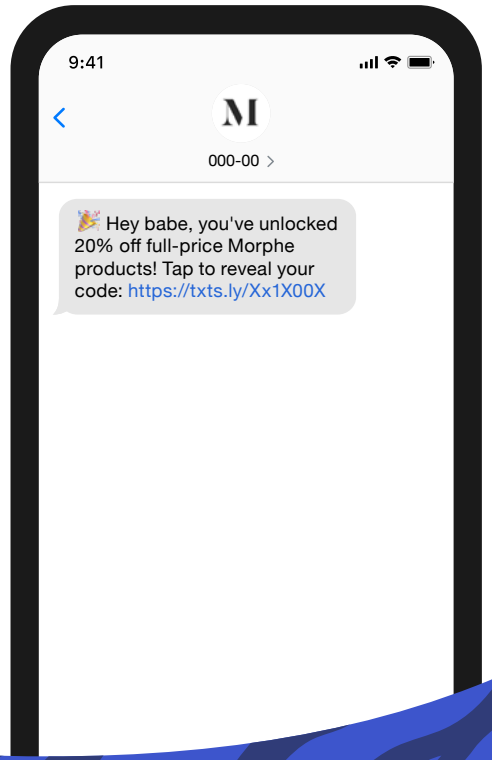
chilisleep



NEST NEW YORK



MORPHE



2 Abandonment Texts

Mobile customers are distracted shoppers. Use automated texts to remind them of what they were browsing or left in their cart by triggering a text that converts this abandonment into a sale. Take it a step further by pulling shoppers' browsed or carted items into your text to remind them why the item caught their eye.

Product Abandonment

Encourage mobile shoppers back to your site by linking them directly to theproducts they care most about.

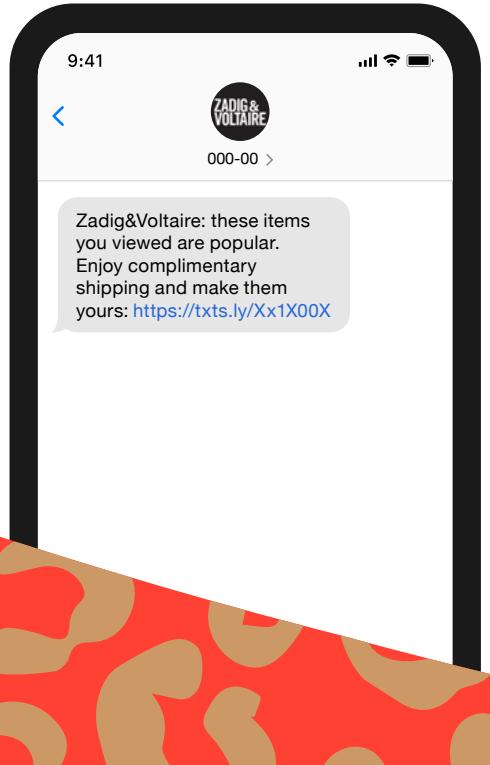
Dynamic Product Image

Shinesty takes personalization to the next level by displaying an image of the product the customer showed interest in.

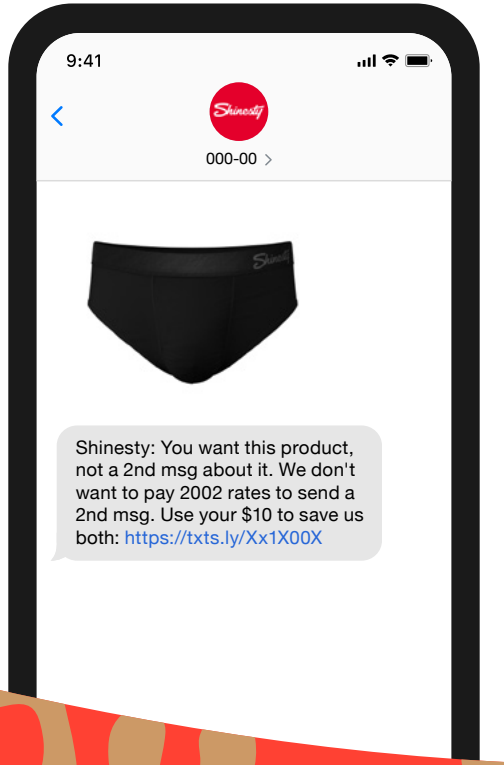
Cart Abandonment

Reduce cart abandonment by directing your highest intent shoppers back to their cart after they abandon.

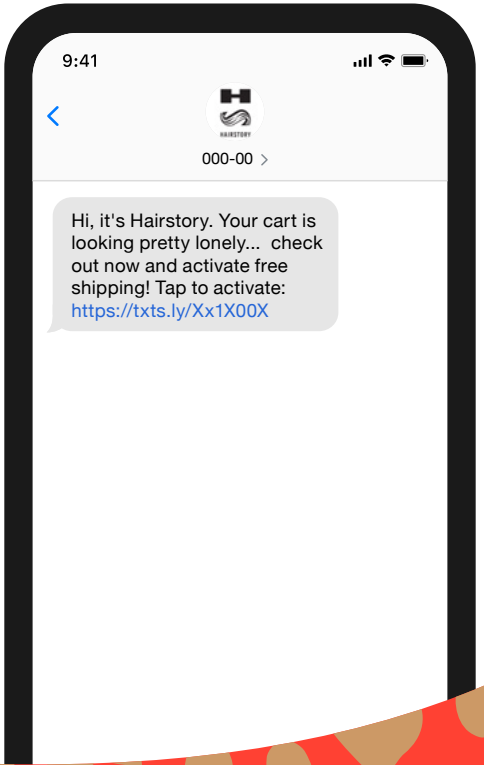
ZADIG&VOLTAIRE



Shinesty



HAIRSTORY



3 Automated Catalog Texts

Loyal customers want to know when your items go on sale or come back in stock. Catalog Alerts enable you to do just that, but in a more personalized way. If products in your inventory drop in price, send all interested shoppers an automated Price Reduction Alert for their favorite products. If a shopper has browsed an out-of-stock product, you can alert them the moment it is available again with a Back in Stock message. And when you're running low on items, you can make sure your engaged shoppers don't miss out with a Low Stock message. These powerful, one-to-one, automated messages are effective because they tap into what the shopper really wants.

Price Drop Alert

J. McLaughlin takes customers from "maybe" to "yes" by alerting them when a viewed item goes on sale. It's smart personalization, at scale.

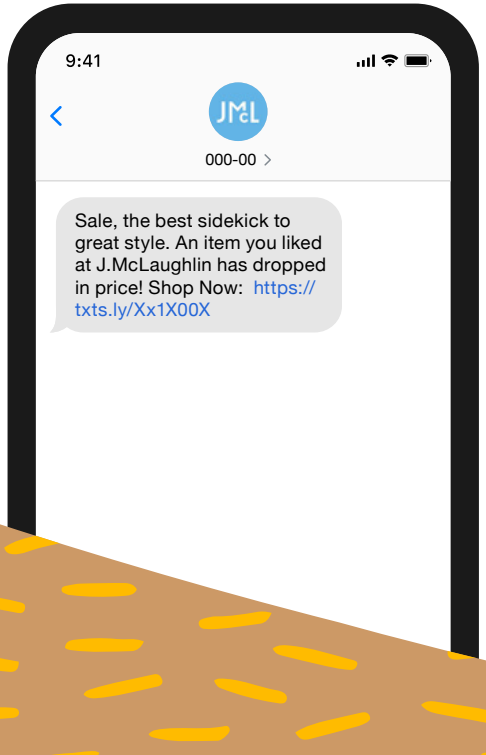
Back in Stock

Favorite item go out of stock? Bulletproof customers don't need to worry: when items they viewed come back in stock, Bulletproof lets them know.

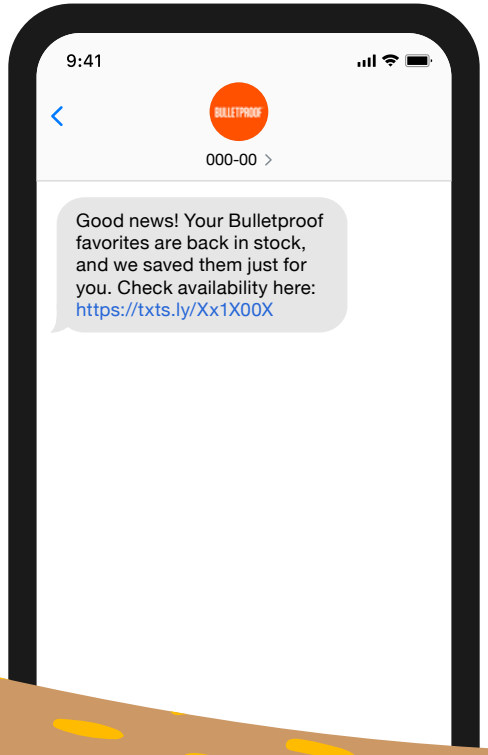
Low Stock

Keep mobile subscribers in the loop before their favorite items sell out with an automated low stock text.

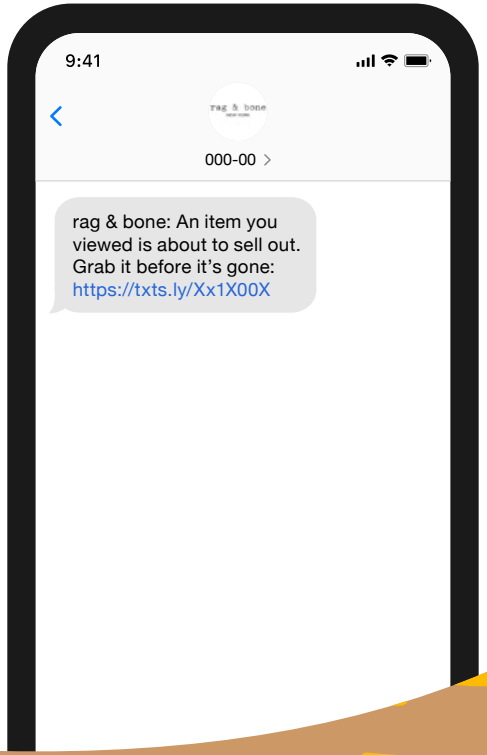
J.McLaughlin



BULLETPROOF



rag & bone
NEW YORK



4 Product Launch Texts

Shoppers are always interested in what's new and what they haven't seen before. That's why Product Launch announcements are a powerful way to reconnect with both your most loyal customers and subscribers who haven't visited the site or made a purchase recently.

Product Collaboration

Engage mobile subscribers when new product collaborations launch like Thousand Fell.

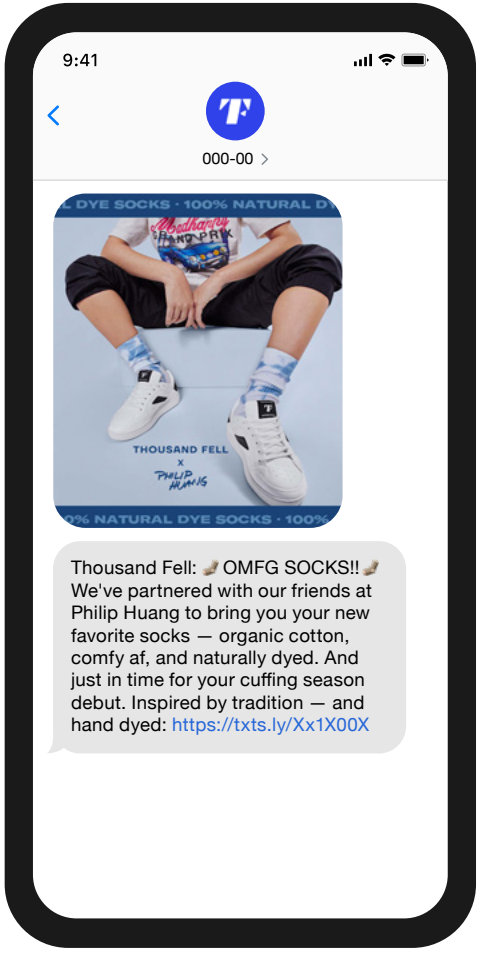
Product Showcase

Follow Case-Mate's lead and highlight user benefits when sharing new products via MMS texts.

Interactive GIF

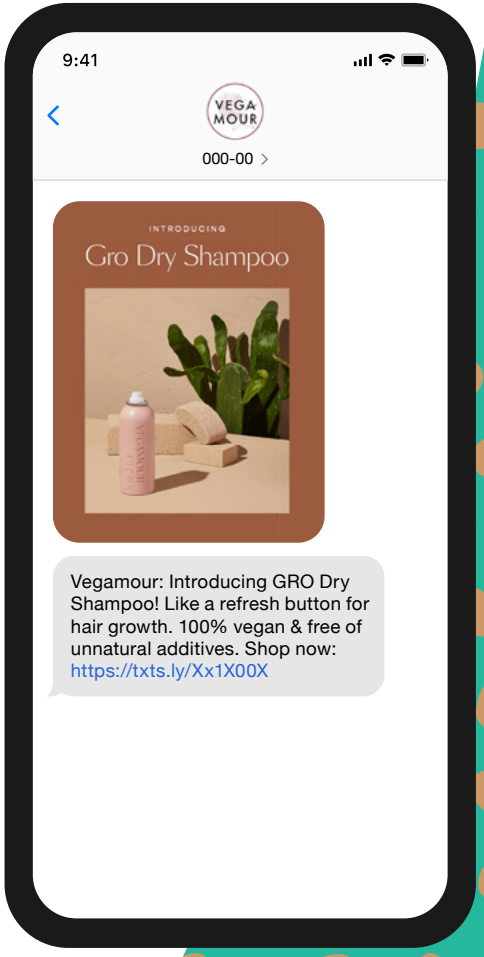
Maximize engagement when notifying mobile subscribers with eye-catching GIFs like Vegamour.

THOUSAND FELL



CASE MATE

VEGAMOUR



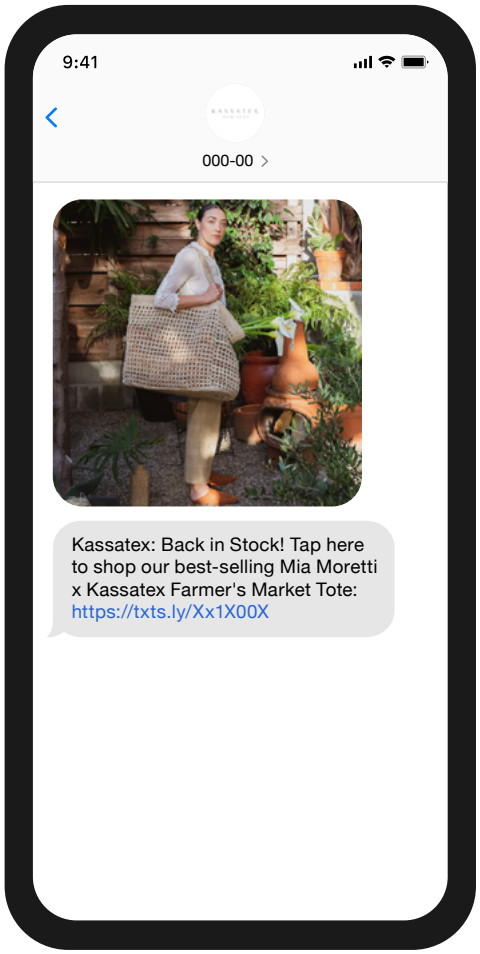
5 Product Restock Texts

As powerful as unique, behavior-driven messaging is, sending messages to larger segments is an effective way to boost sales. Use Product Restock messages to let subscribers know when popular items are back in stock and ready to shop. Don't be afraid to leverage strong imagery in these texts to create additional excitement for your best-selling items.

Promote New Inventory

Engage mobile subscribers when new inventory becomes available.

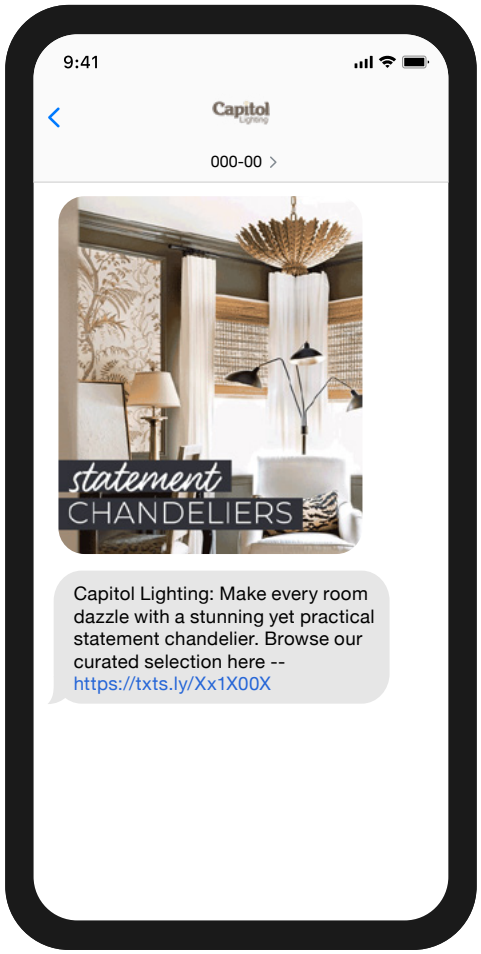
KASSATEX
NEW YORK



Get Animated

Highlight products that come back in stock with an interactive GIF. Capitol Lighting does so in style.

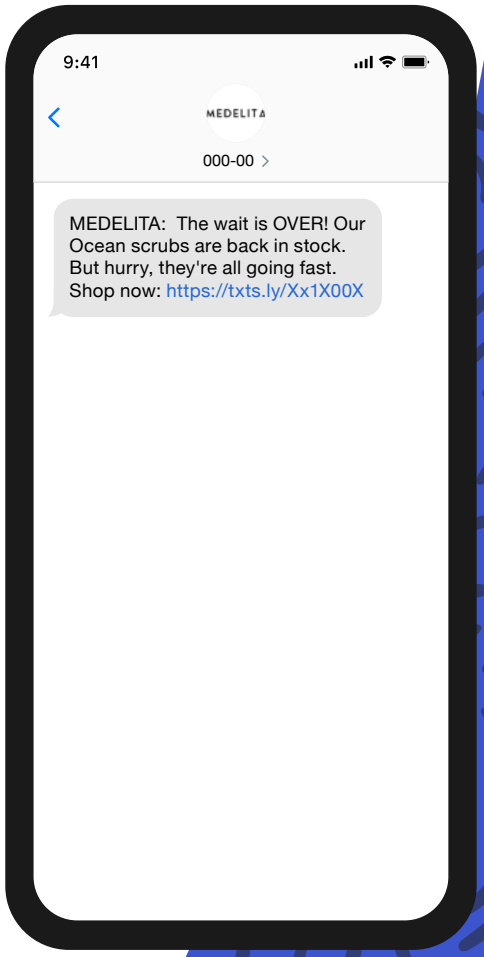
CapitolLighting



Use Urgency

Notify mobile subscribers when popular products return. If they're selling out quickly, don't be shy!

MEDELITA



6 Flash Sale Texts

Take your customers from browse to buy mode with a Flash Sale text. You can personalize text messages to shoppers who have shown interest in the category that's part of the Flash sale or reach out to your entire list. Contacting all subscribers is a good strategy for site-wide sales.

Limited Time

Engage mobile subscribers with limited-time sales by calling out the end date.

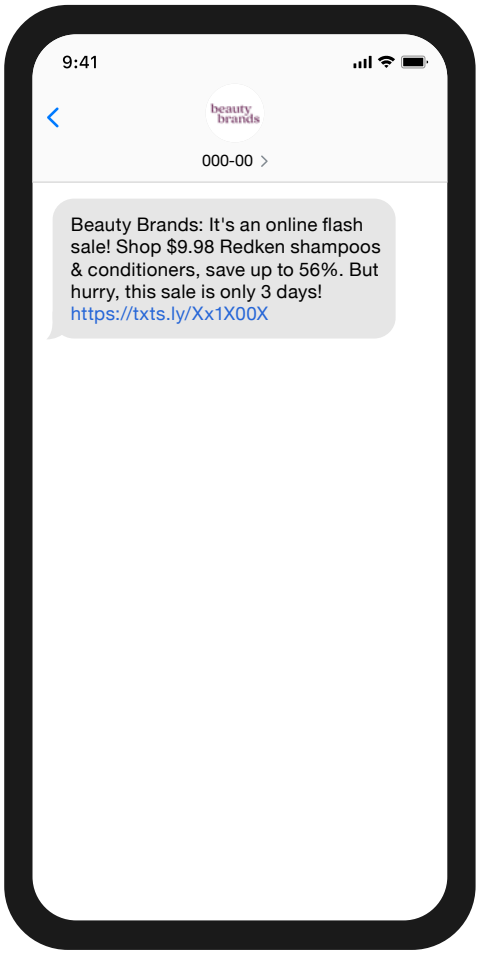
Image-First

Personalized skincare brand Mario Badescu leverages bold imagery to motivate mobile subscribers.

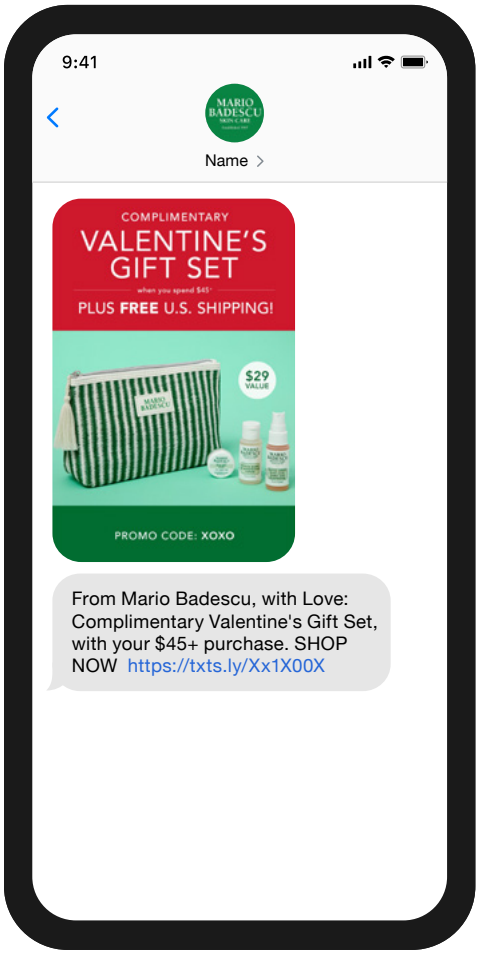
Sale Teaser

Drive awareness for sale events before they go live with a Sale Teaser Text.

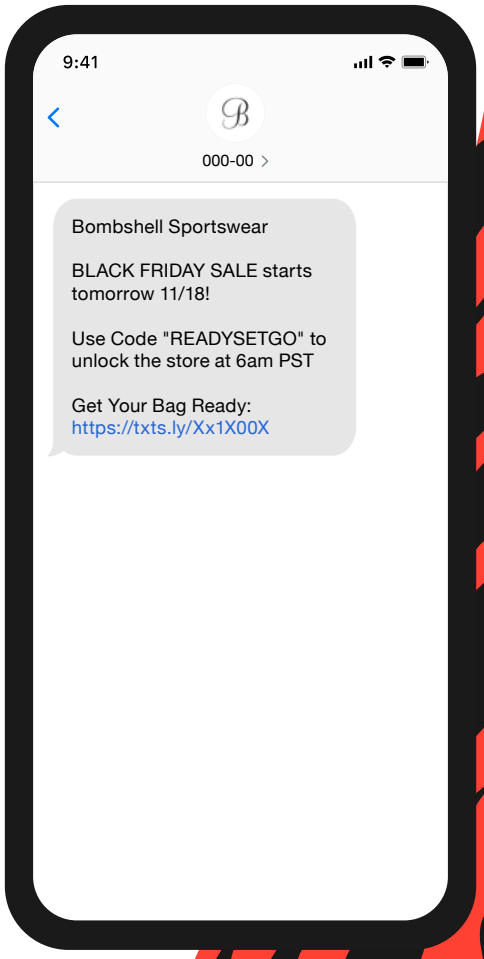
beauty brands



MARIO BADESCU SKIN CARE Established 1967



Bombshell Sportswear



7 Seasonality and Holiday Texts

Your customers expect to hear from you during the holidays, as well as from your competitors. How can you stand out during these potentially brand-building moments? The brands successfully using this channel to break through the holiday noise aren't just repurposing their email strategy for text messaging. Instead, they use imagery and urgency to inspire their customers to act, while keeping their copy to the point. Savvy mobile marketers are also pairing seasonal events to relevant categories, inviting customers to view their product line in a new way.

Early Access

Make holidays extra special and delight your text subscribers by giving them early access to your seasonal sales.

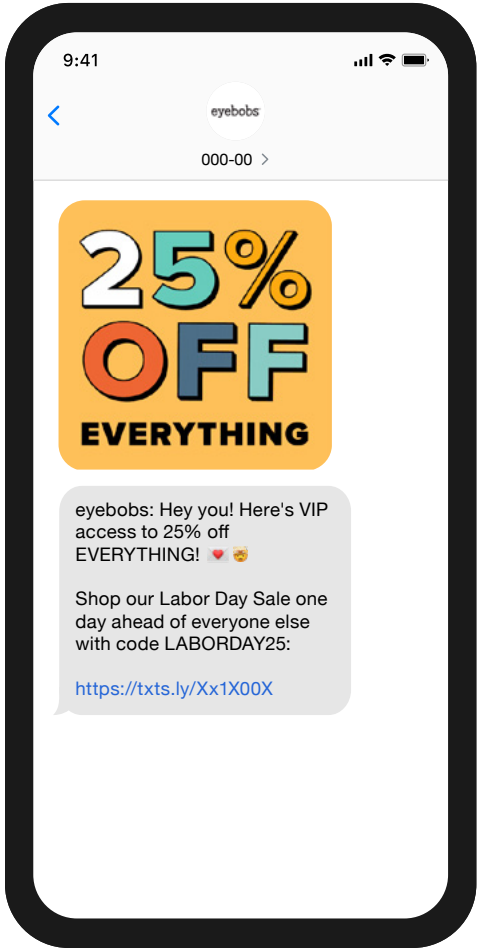
Image-First

Personalized gift box brand Man Crates uses imagery to engage and excite mobile subscribers.

Category Push

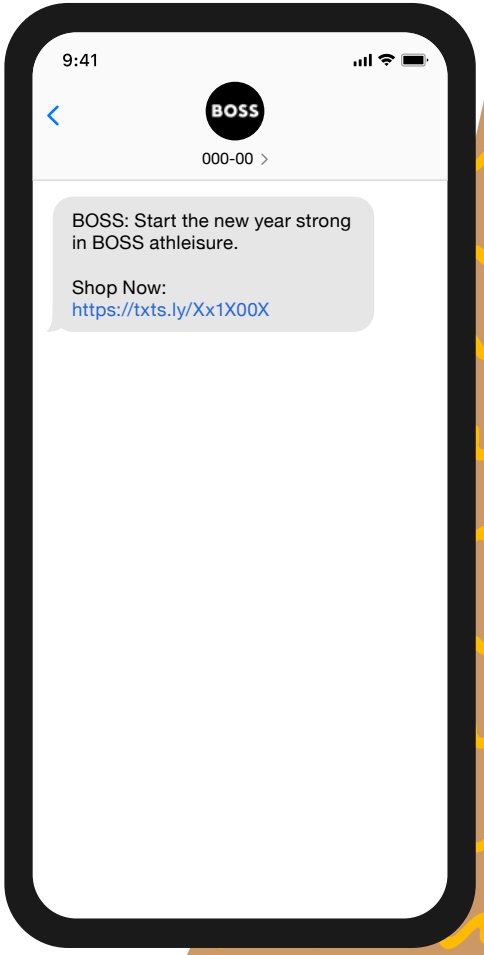
Hugo Boss took advantage of the New Year to push its new Athleisure category.

eyebobs



MAN CRATES

HUGO BOSS



8 Custom Auto-Reply Texts

Create interactive experiences for your mobile subscribers with Custom Auto-Reply texts. These are automated messages that users receive immediately, based on keywords that opted-in users text back to you. You can use Custom Auto-Replies to have a real conversation with your customers. Prompt users to respond with the keyword that reflects their desired product, experience, or program, and then personalize your message based on their response.

Category Quiz

Help customers who are new to your text program get started with a Category Quiz, driving them to the categories they care most about.

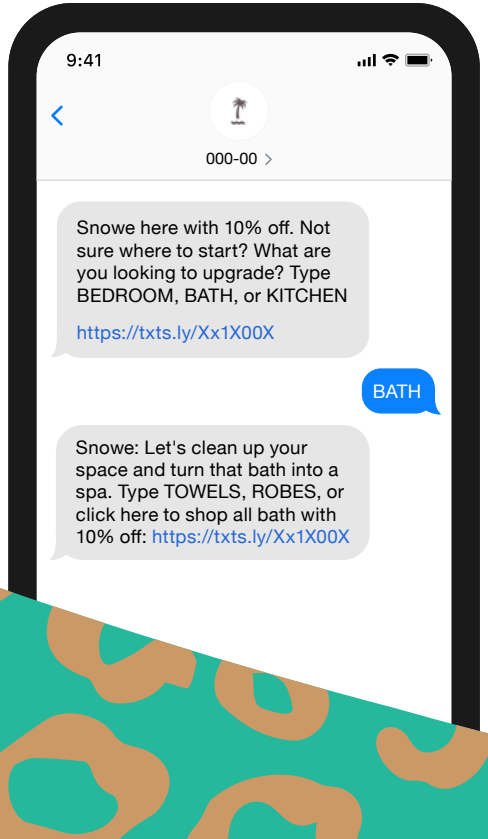
Holiday Personalization

Corkcicle uses Auto-Reply campaigns to guide subscribers to the perfect Mother's Day gift.

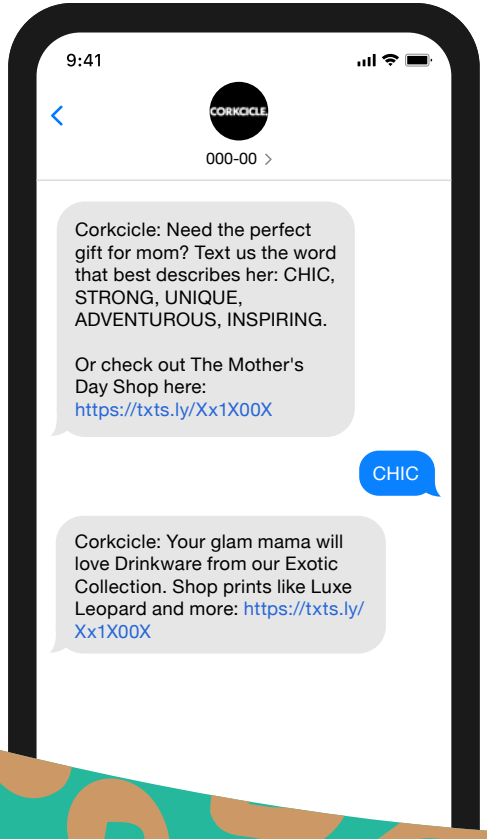
Seasonal Spotlight

Hickory Farms makes the most of the fall season by helping mobile subscribers find the products fit for their favorite fall activity.

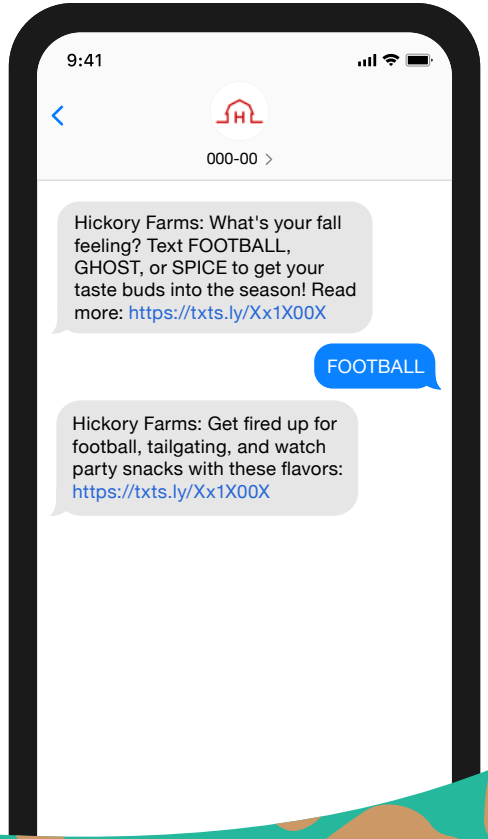
SNOWE



CORKCICLE.



HICKORY FARMS™



Coming soon to Wunderkind Text

9 Two-Way Messaging

Text is an inherently conversational channel - even more so than email. We are used to engaging directly with the person on the other side. With Two-Way Messaging, you will be able to respond directly to your customers' replies, ensuring their needs are met with the personal touch they expect.

Educate

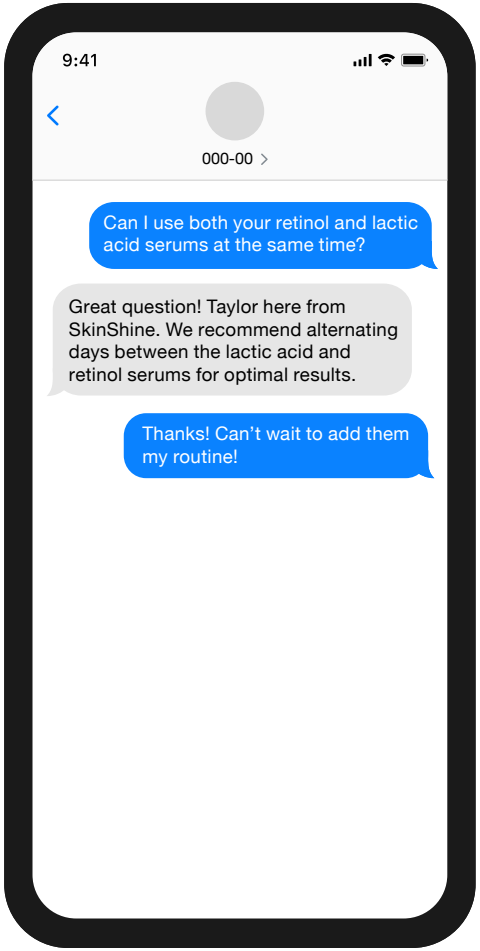
Answer customer questions about your company and products to inform them of your brand purpose and value propositions.

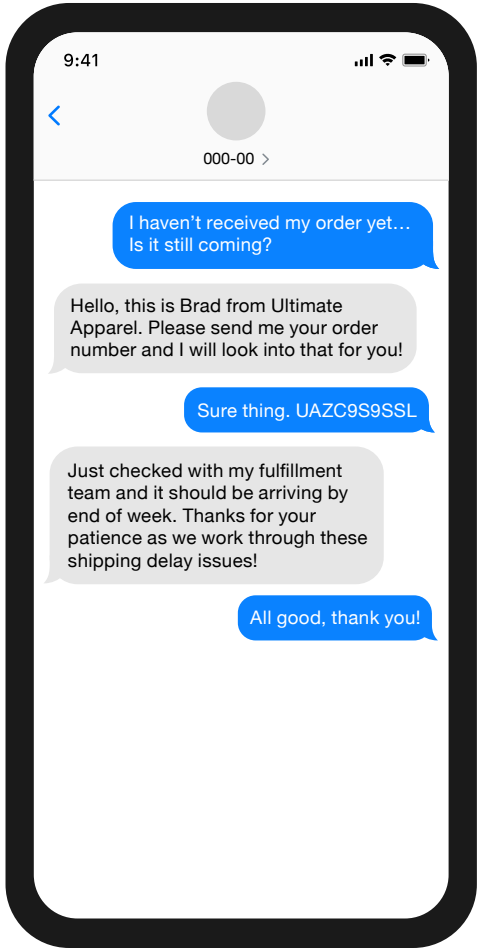
Care

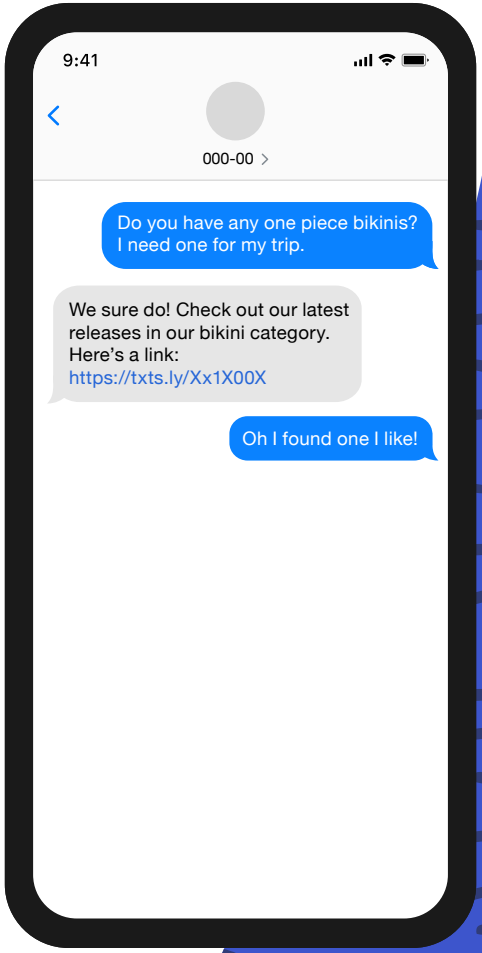
Act fast to resolve customer concerns, improving customer experience on an easy and flexible channel.

Convert

Direct your customers to the right products and create more brand loyalists.







We hope this playbook and its real-world examples have provided some useful inspiration for turning text messaging into a top revenue channel for your brand. As you look for the right partner, here are three things to think about.

Scale. Wunderkind's ability to identify your website traffic is unmatched. Without relying on cookies, we recognize more devices down to an email address and phone number, so your sending efforts scale.

Performance. Wunderkind builds products to create one-to-one experiences between your brand and your customers, while delivering more revenue and a better user experience. Personalization pays.

Cross-Channel. With our expertise across email and text messaging, our focus is to build the program that's right for your business and customers. We won't encourage you to inflate one of your channels at the cost of others (or user experience).

Wunderkind is a leading performance marketing engine that scales one-to-one messages for top brands. Digital businesses use Wunderkind to remember who their site visitors are better than ever before, allowing them to deliver high-performing, one-to-one messages on websites, through emails and texts, and in ads at a scale that's not otherwise possible. Wunderkind drives $2.8 billion dollars annually in directly attributable revenue for top eCommerce brands like Uniqlo, Sonos and HelloFresh, often ranking as a top 3 revenue channel in their own analytics. Wunderkind is maniacally obsessed with ROI and aims to be the infrastructural interface between individuals and brands in a world where consumers choose what they want, from whom, and when. **Learn more by visiting www.wunderkind.co**