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Mobile phones, smartphones and various other mobile devices have opened the gates of opportunity for all types of businesses. SMS / text messages are the new mode of communication with the past, present as well as potential clients and customers. Businesses that fail to integrate SMS marketing techniques with their overall marketing campaign are losing ground to their competitors. Whether it's an ad, offer, deal or just information, all such text messages from your company's end are considered a part of SMS marketing strategy. Even for the consumer, the mobile device is not just a mode of communication - With a slide of the finger or press of a button, they are able to do shopping, make monetary transactions, answer opinion polls, etc. Hence, proper etiquette is a must for a successful text message marketing strategy. Let us take a look at few rules of thumb for SMS marketing.

1) Limit the use of abbreviations

“OMG, big sale @ xyz Store w/ \$ back offers” probably only a teenager might be able to understand that. One of the biggest limitations in SMS marketing is that of 160 characters per text message. But one cannot use this limitation as an excuse to use a lot of abbreviations to get as many words across to the customer. In fact, using too many abbreviations might confuse the customer as to what you are trying to say or in worst case scenario; they might not understand the message entirely. Thus, one needs to be very frugal and careful when using abbreviations in SMS ads. One should only use it when they know everyone will understand it and it is a good fit in the ad. By sending text messages from computer can help you overcome the limitation of characters, as you can send longer messages through the SMS software.

2) Watch your language

“Wazzup man?” is a common slang we use to talk with our friends, but to use slang in your SMS ad is a sure shot recipe for failure. Slang and vulgarity works and amuses one when talking to friends but when a professional entity uses them, it sends the wrong message and can even anger the customer. The mobile device is a customer's personal space and no one likes such language from strangers in their private property.

3) Honesty is indeed the best policy

Using exaggerated comments and ostentatious promises in your text message advertisement is not a good idea, especially when you cannot deliver on them. People love catchy and smart advertisements but they love an honest one more. When you create an SMS ad, it's better to stick to honesty as it would lead to a successful campaign.

4) Connect with the client rather than just concentrating on sales

Instead of just trying to sell your product or services to a potential customer, it is better to try to connect with them. Give them information and words which can be useful to them, then once you have connected try selling them your product. This method has been proven to lead to increase in new customers as well as repeat business from previous ones.

5) Always provide your contact details

No SMS /text message ad should be sent without providing details to customers as to where to go

or whom to call. Customer took the risk of sharing their phone number with you then you should be willing to do the same. An email id, address or contact number is required at the end of your text message to ensure the customer takes the next step.

Thus, the above etiquettes are important and should be taken into consideration while writing a SMS text message advertisement.

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