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# SMS campaign copy, before and after: turning weak messages into ones customers act on

SEO & Marketing

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# SMS campaign copy, before and after: turning weak messages into ones customers act on

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**The short answer:** a campaign message that works says **who is sending**, makes **one offer**, says **until when** it is valid, **how to take it up** and **how to stop receiving messages**. Almost every weak message misses one of those five. Below are real "before and after" examples, with what changed in each one.

## The five parts of a good message

1. **Who is sending, right at the start.** Your company name opens the message, even if you use a **Sender ID**. People decide in seconds whether a message is for them.
2. **A concrete benefit.** "20% off all shoes" says more than "huge savings".
3. **A deadline.** "Until Sunday" gets people moving; "for a limited time" does not.
4. **How to take it up.** Show the SMS at the till, call a number, open your website.
5. **Contact and opt-out.** Named senders cannot receive replies, so include a phone number, an e-mail or your website, and say how to stop receiving messages.

## Before and after

The parts in square brackets, such as [COMPANY] or [PHONE], are placeholders for your own details.

| Before | The problem | After |
|---|---|---|
| `Dear customers, we are pleased to inform you that we have several promotions on a range of products. Visit us!` | It does not say who is sending, what the offer is or until when. Characters are wasted on pleasantries. | `[COMPANY]: 20% off all shoes until Sunday. Show this SMS at the till. Opt out: [PHONE]` |
| `SALE!!! HUGE DISCOUNTS!!! DON'T MISS OUT!!!` | Capitals and exclamation marks look like fraud. There is no brand, offer or deadline. | `Hi {$contact_first_name}, this week [COMPANY] has 2 pizzas for the price of 1, Monday to Thursday. Bookings: [PHONE]` |
| `Reply YES to get your discount.` | The customer replies and nobody receives it. | `[COMPANY]: your 10% discount is active until the 30th. Show this SMS when you pay. Questions: [PHONE]` |
| `Win now! Click here: [SHORTENED LINK]` | An unknown shortened link with no brand is exactly what a scam looks like. | `[COMPANY]: the new collection is now on [WEBSITE]. Free delivery until Saturday.` |
| `Deals on rice, oil and sugar, 2 for 1 on juices, a gift with detergent and a prize draw on Saturday!` | Four offers in one message: nobody remembers any of them, and the text splits into several parts. | `[COMPANY]: 2 juices for the price of 1, this Saturday only. See you there! Opt out: [PHONE]` |

## Shorter costs less

Each SMS part uses 1 credit per number. A message in plain letters fits 160 characters; a single "ã" or "ç" drops the limit to 70. On a list of 3,000 numbers, going from 2 parts to 1 saves 3,000 credits. Before you confirm, the SMS Center shows how many parts the message has: if it is more than 1, cut pleasantries, repetition and adjectives. The details are in **how many credits an SMS uses**.

**Write it, read it aloud and cut a third.**
If the sentence still makes sense without a word, the word was not needed. Then send the final version to your own phone and read it the way a customer would.

**Do not hide the opt-out.**
A message with no way to stop receiving may bring one more sale today, and complaints tomorrow. See **SMS good practices and consent**.

RECOMMENDED

Ready to put this into practice? See what the SMS Center offers for your campaigns.

See the SMS Marketing page →

SEE ALSO

- How to plan an SMS marketing campaign: list, message, cost and timing
- How many credits an SMS uses: 160, 153, 70 and 67 characters explained
- Personalised SMS with the contact's name: variables, examples and pitfalls
- SMS templates and AI: ready-made messages, the template library and improving a text
- SMS marketing mistakes that cost customers, and what to do instead
- Testing two versions of an SMS campaign: a simple A/B test with contact groups

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