

**B2B Text marketing, also known as SMS marketing, is a powerful tool for businesses to engage with their audience. It offers high open and response rates, making it an effective way to reach out to promote your content or services.**

**This white paper will explore the top 11 best practices with text marketing to help businesses maximize their benefits. This is intended for businesses texting other businesses for whom they have had prior communication with.**

## **BEST PRACTICES WITH TEXT MARKETING:**

### **1. Have an established business relationship:**

According to the TCPA ruling, companies are allowed to send text messages to audiences with whom they have an existing business relationship, but only if the messages are related to the transaction or service for which the person has given their phone number.

### **2. Keep Messages Short and Sweet:**

Text messages are limited to 160 characters. Therefore, it's essential to keep your messages short and sweet while conveying your message effectively. Get to the point!

### **3. Personalize Messages:**

Personalize your text messages to make them more engaging and effective. Use the recipient's name and any relevant content to create a personalized message.

### **4. 10 DLC Compliance:**

Make sure the vendor you use can help you become 10DLC compliant. This will ensure your texts are delivered by the carriers and prevent you from getting blacklisted.

### **5. Offer Value:**

Provide value to your audience through your text messages. Offer exclusive deals, promotions, or early access to content or services. This encourages them to remain subscribed.



## **6. Segment Your Audience:**

Segment your audience into different groups based on the age of recent transaction or demographics. This allows you to send targeted messages that are more likely to resonate with your audience.

## **7. Call to Action:**

Include a call-to-action in your text messages, encouraging audience to take a specific action, such as visiting your website or submitting information to download something.

## **8. Use URL Shorteners:**

URL shorteners make it easy to include links in your text messages. They also help to save valuable character space.

## **9. Opt-Out Option:**

Include an opt-out option in your text messages to allow customers to unsubscribe from future messages if they wish. This is a compliance requirement and helps to maintain customer trust.

## **10. Test and Analyze:**

Test and analyze your text message campaigns to determine what works best. Use metrics such as open rates, click-through rates, and conversion rates to optimize your campaigns and achieve better results.

## **11. Use a Peer-to-Peer Vendor**

This may be the most important one. Make sure the vendor you use is providing actual humans to send your texting. Automated platforms can run into all types of 10DLC compliant issues.

## **Conclusion:**

Text marketing is a powerful tool for businesses to engage with their customers effectively. Following the best practices outlined in this white paper can help businesses maximize the benefits of text marketing while maintaining trust and compliance. By providing value and personalizing messages, businesses can build stronger relationships with their audiences and achieve better results.

**PhonetiCall** is a Contact Solutions company who has helped marketers for the past 20 years. For more information on TextMarketing please contact Sebio DelaPena, [sebio@phoneticall.net](mailto:sebio@phoneticall.net).

