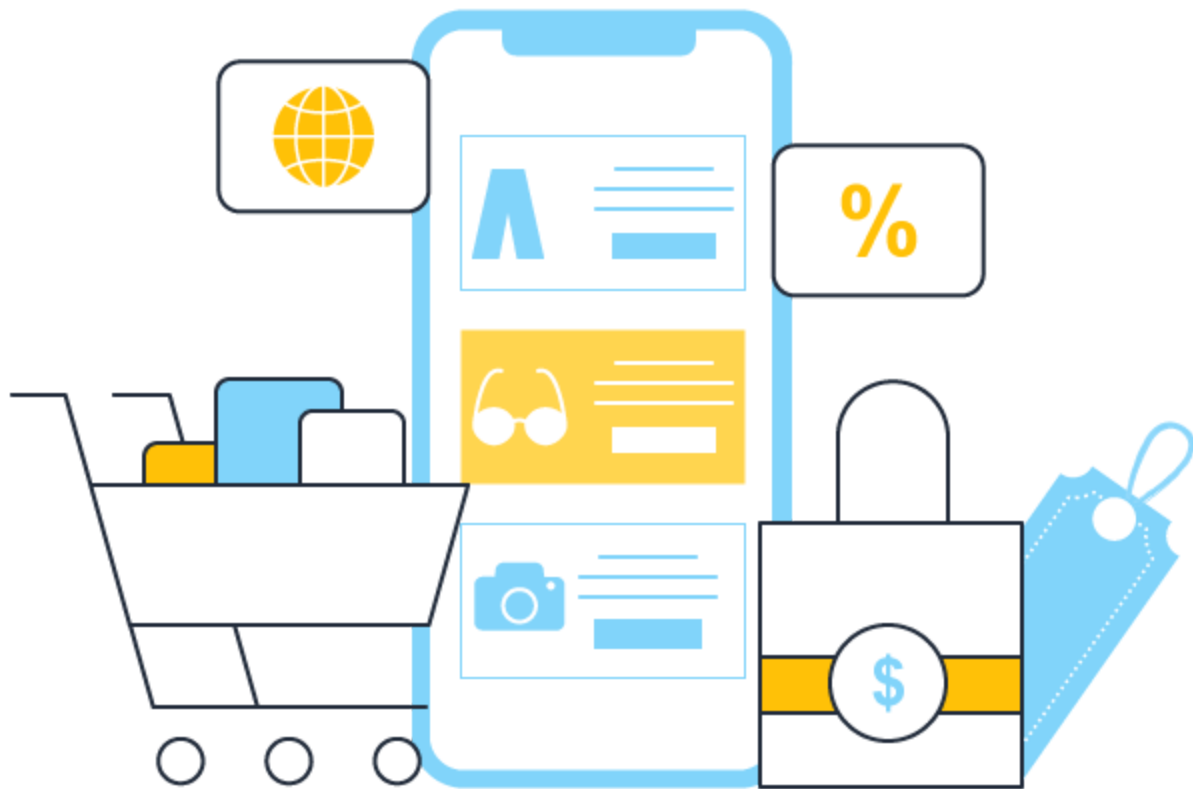


# Increase Your E-Commerce Sales In Less Than Two Weeks



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SimpleTexting

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Nothing makes us happier than showing businesses and organizations how easy it is to use text messages to their advantage. Explore our other industry guides at [simpletexting.com/guides](https://simpletexting.com/guides). To keep up on the latest news about SMS and marketing in general, check out our [blog](#).

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If you have any questions, we're here for you.  
Just reach out to [support@simpletexting.com](mailto:support@simpletexting.com).

## INTRODUCTION

# *10 Steps. 14 Days. Impressive ROI.*

Do you want your online shop to generate more sales? Of course you do. That's why you downloaded this step-by-step guide. Plus, what online shop doesn't want more sales? The real question is—how? The reality is there are a lot of ways to grow your e-commerce business. Thing is, especially for small retailers, some take a ton of time. In this guide, we focus on text messages because they're dead simple to send. You don't need a designer, developer, PPC specialist or any technical skills. If you can text your grandma, you can take advantage of text marketing.

We're going to break down everything you need to know about how to use texts to drive more sales in ten simple steps. But first, let us answer two frequently asked questions:

### **Why text messages?**

Because unlike email, they actually get read. Think about it: who turns off notifications for new texts? Plus, people almost always have their phones with them. Research shows that 98% of all texts get read. On the other hand, less than 22% of emails get read.

## Why two weeks?

Because that's how long the free trial of our text marketing platform lasts.

We want to prove to you it works. You can sign up for a [free trial here](#). No credit card necessary. We'll set you up 50 messages and a custom keyword.



## STEP ONE

# *Sign up for a trial of a text marketing platform (hopefully ours).*

This guide focuses on using SimpleTexting to drive sales. Sign up for a trial and follow the steps in this guide. If you don't see results, then there are no strings attached. But we're confident you will. That's why we don't ask for payment info until you upgrade.

The knowledge in this guide has been acquired after nearly a decade helping e-commerce shops and other small businesses succeed.

### **Does texting really work?**

Yes. A [survey of 6,000 consumers](#) in Europe, Asia, and North America found that nine out of ten consumers would like to be able to use messaging to talk to businesses. Plus, texting is mobile. And according to [data released by Shopify](#), 66% of sales from Black Friday took place on mobile.



Complete this step in **5 minutes**

**TO DO:**

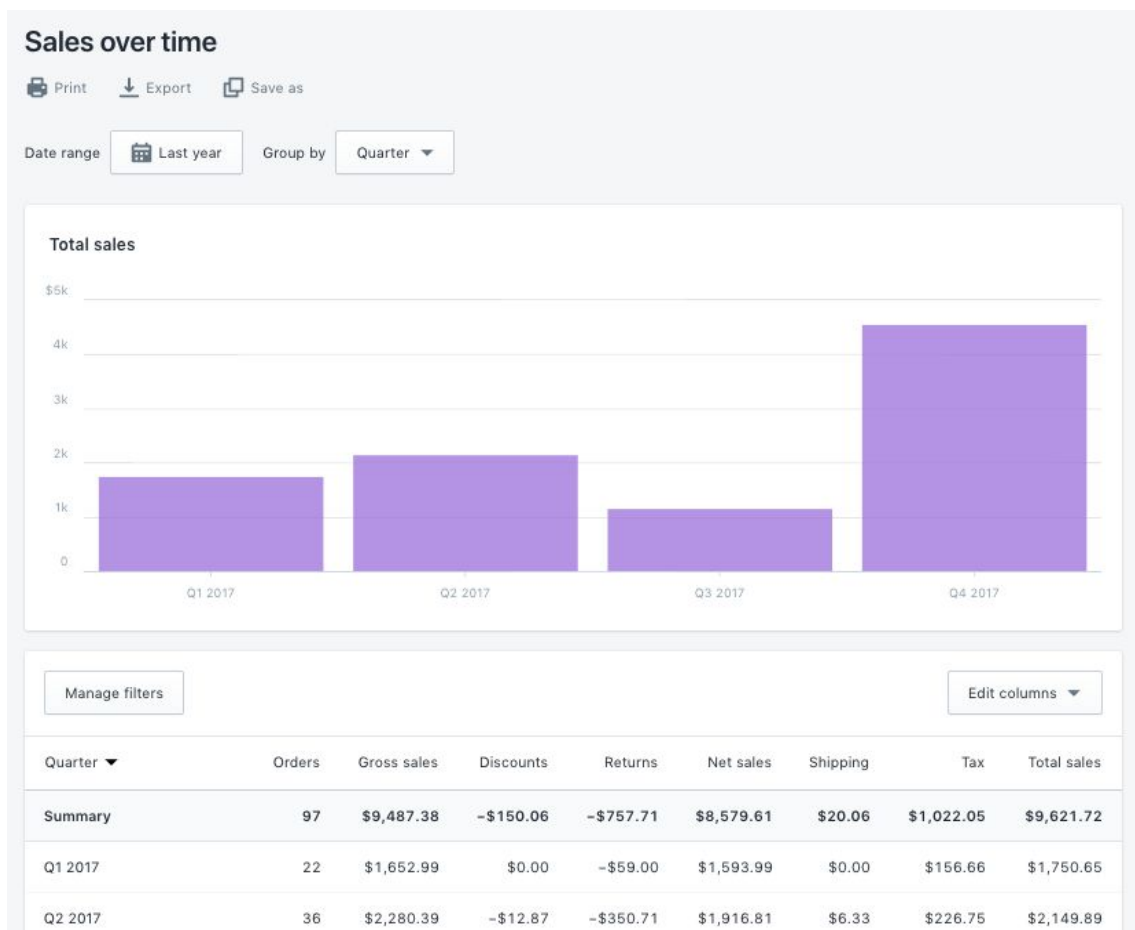
- ✓ Visit [SimpleTexting.com](https://SimpleTexting.com)
- ✓ Click "Try Us Free"
- ✓ Confirm your email



## STEP TWO

# *Set a sales benchmark to measure against.*

Pick a range of two week periods and check your average sales. This will help you determine whether our method worked for you or not later on. Be sure to select date ranges that aren't during holidays.







Complete this step in **10 minutes**

**TO DO:**

- ✓ Run a sales report to determine a benchmark



## STEP THREE

### *Create an opt-in keyword.*

A keyword is a word or phrase that people can text to your number to sign up for messages. Don't overthink this step. Just make it something short and simple, like your business name. For example, if your shop is called Silly Socks, you may want to claim the keyword "SILLYSOCKS." Here's how it'll work:

**Someone texts in your keyword.** → **They receive a thank you message.** → **You text them with exclusive offers.**

You'll also need an auto-confirmation message. This is the message someone gets when they text in your keyword. Come up with your own, or copy this template:

*Thanks for signing up for exclusive offers from [YOUR STORE NAME]!  
Keep your phone close because this week we'll be sharing a special deal.*



*Auto-confirmation message*



Complete this step in **10 minutes**

**TO DO:**

- ✓ Come up with a keyword
- ✓ Secure your keyword on SimpleTexting
- ✓ Write an auto-confirmation message



## STEP FOUR


### *Promote your keyword.*

Your keyword is how you'll gain subscribers. In order for a keyword to work, people need to know about it. Promote it using your usual channels. Here's some copy you can use:

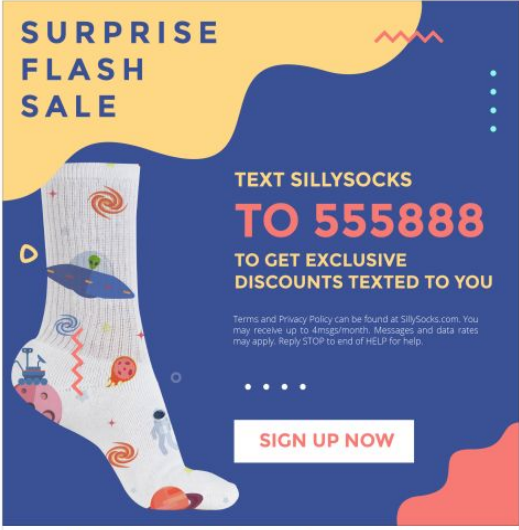
*We're hosting a surprise flash sale! Only those who sign up for our VIP texting list will have access. Text [YOURKEYWORD] to 555888.*

When promoting your keyword on social media, it's best to use a graphic. If you don't have a designer on your team, you can use a free tool like [Canva](#).

Be sure to include the necessary [disclosures along side your CTA](#).

 **Silly Socks**  
Sponsored Like Page

We're hosting a surprise flash sale! Only those who sign up for our VIP texting list will have access. Text SillySocks to 555888.



**SURPRISE  
FLASH  
SALE**

TEXT SILLYSOCKS  
**TO 555888**  
TO GET EXCLUSIVE  
DISCOUNTS TEXTED TO YOU

Terms and Privacy Policy can be found at SillySocks.com. You may receive up to 4msgs/month. Messages and data rates may apply. Reply STOP to end of HELP for help.

**SIGN UP NOW**

**Text SillySocks to 555888. Your feet will thank you.**  
You may receive up to 4msgs/month. Messages and data rates may apply. Reply STOP to end of HELP for help.

[SILLYSOCKS.COM](http://SILLYSOCKS.COM) Learn More

20 562 Comments 311 Shares

Like Comment Share

 Complete this step in **30 minutes**

**Post your keyword and CTA in the following places:**

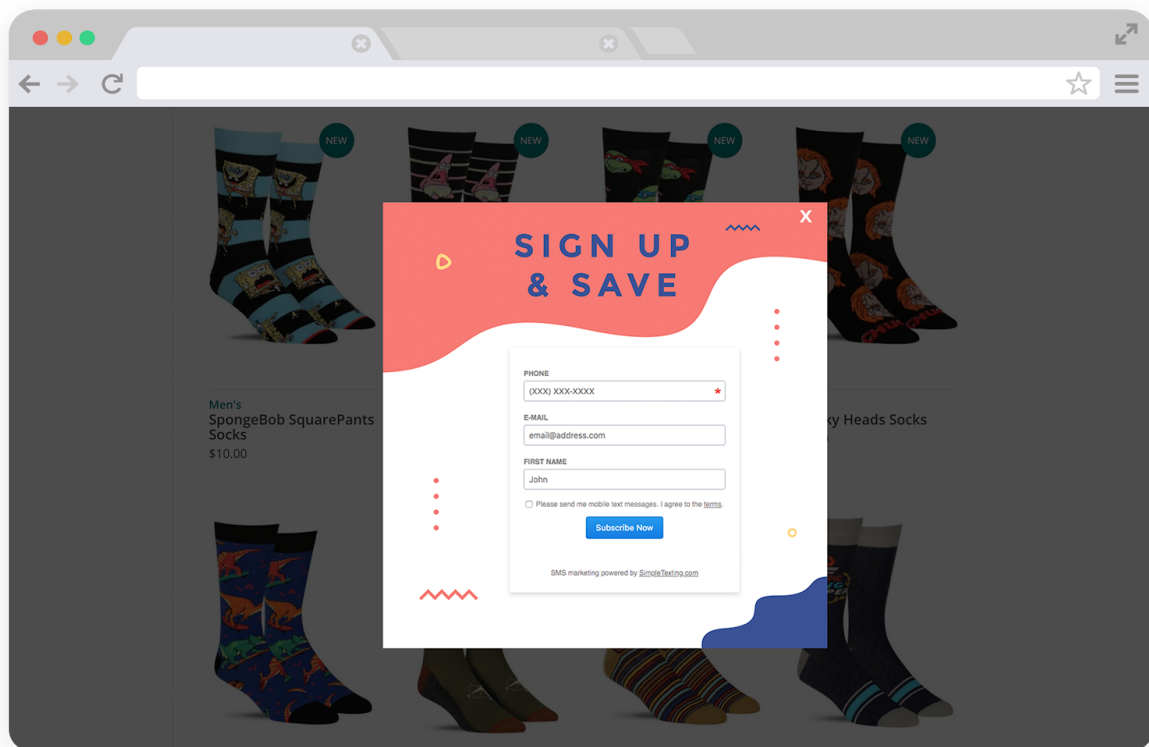
- ✓ Facebook post and cover photo
- ✓ Instagram post and story
- ✓ In an email blast
- ✓ Twitter post



## STEP FIVE

# *Add a sign-up form to your site.*

Here's another way you can build your SMS list: add a pop-up with a sign-up form to your site. If you add a phone number field to your existing email form, be sure to include a checkbox that users have to tick in order to sign up for texts. This is necessary to comply with [industry regulations](#). For a video tutorial on how to add a sign-up form to your site, [click here](#).





Complete this step in **30 minutes**

**TO DO:**

- ✓ Add a pop-up to your website
- ✓ Embed a sign-up form on the site



## STEP SIX

### *Create a time-sensitive offer.*

Discounts, if used too often, could give you a reputation of being a bargain retailer. But if done correctly, discounts can make your customers excited and encourage them to add multiple items to their cart, thus increasing your average transaction value. Here are a few types you can try:

1. Percentage discounts (Take 15% off your order.)
2. XX dollars off (Take \$5 dollars off your purchase of \$25 or more.)
3. Multi-buys (Buy one pair of socks and get the second for 50% off.)
4. BOGO (Buy one pair of socks, get the second free.)



Complete this step in **15 minutes**

#### **TO DO:**

- ✓ Determine what you want to offer to customers
- ✓ Write your text messages





## STEP SEVEN

### *Create a UTM (optional).*

If you don't use Google Analytics or a similar tracking platform, you can go ahead and skip this step. A UTM code is a simple code that you can attach to a custom URL in order to track a source, medium, and campaign name. This enables Google Analytics to tell you where searchers came from as well as what campaign directed them to you. There are plenty of [free online tools](#) which let you generate UTMs easily.

Here's what our URL looks like with the UTM for our example campaign:

`https://sillysocks.com/?utm_source=texting&utm_campaign=flashsale`



Complete this step in **2 minutes**

#### **TO DO:**

- ✓ Create a UTM tracking code



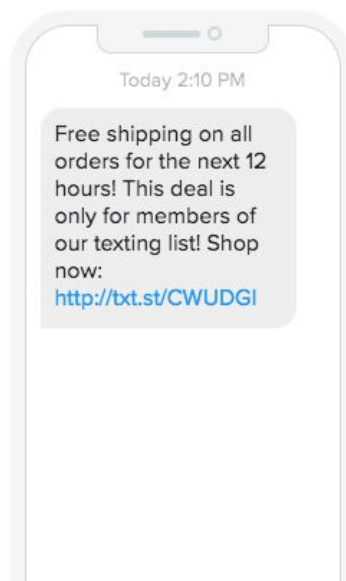
## STEP EIGHT

### *This is it. Send your first campaign.*

The home stretch. Now all you have to do is send out your offer with a link to your site. Be sure to use our URL shortener so that you can track who clicked on your link later. (If you followed the last step and created a UTM, the parameters will be passed over even if you shorten the link!)

It's best to write your message based on your brand's unique voice, but you can always copy and paste this text, too:

*Free shipping on all orders for the next 12 hours! This deal is only for members of our texting list! Shop now: <http://txt.st/CWUDGI>*





Complete this step in **5 minutes**

**TO DO:**

- ✓ Write your campaign message
- ✓ Include a link to your site
- ✓ Click send



## STEP NINE

### *Measure your results.*

Now it's time to repeat step two. This time select the period of time during which you ran the campaign, then compare your sales to the benchmark. If you'd like an even more exact report, you can use Google Analytics to determine which sales came from the URL with the UTM you created in step seven.



Complete this step in **15 minutes**

#### **TO DO:**

- ✓ Determine which sales came from text offer
- ✓ Compare sales to benchmark



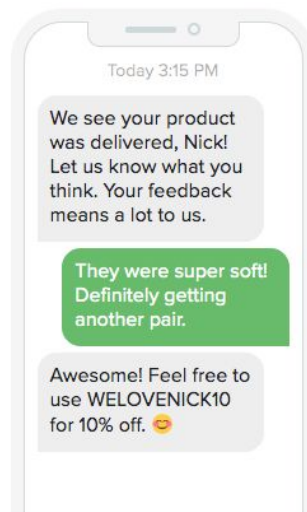
## STEP TEN

# *Go beyond sales. Build relationships.*

Sales and discounts are just one way to use text message marketing. They're an easy way to grow your subscriber list and drive orders. However, it's important not to overuse them. Think of SMS as a tool for building relationships with customers. You wouldn't spam your family and friends with discounts, so don't do the same to your subscriber list.

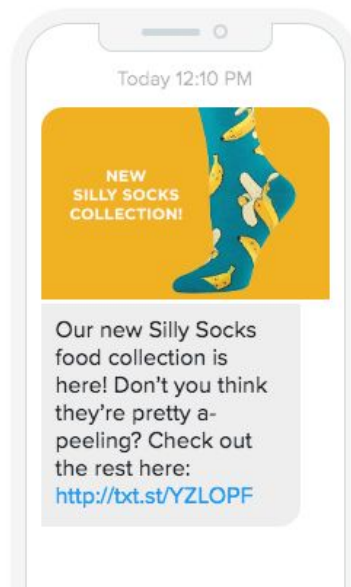
### **Ask for Feedback**

After an order is delivered, reach out to the customer and find out what they think. You may learn something valuable about how you can improve your product.



## Announce Product Launches

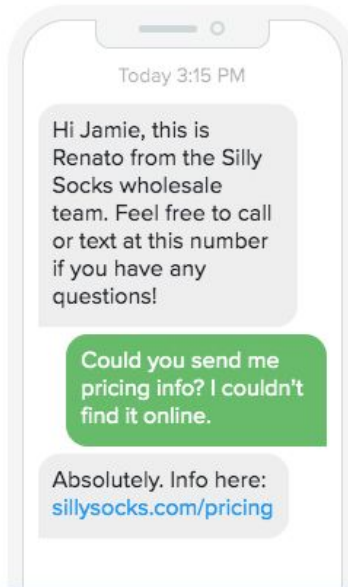
You can also use texting as a way of announcing new products or special marketing initiatives. Use MMS to include photos of your products:



## Rescue Abandoned Carts

If you see someone didn't complete an order, you can send them an abandoned cart text. However, be careful not to push them too hard to make a purchase. This is a quick way to lose a subscriber. Instead, make yourself available as a resource or helping hand.

You may learn something new about your product, or how to optimize your site:



Complete this step in **15 minutes**

**TO DO:**

- ✓ Follow up with customers
- ✓ Schedule a call with one of our SMS experts [here](#).



## CONCLUSION

***Texts are powerful. Use them wisely.***

According to [Shopify](#), worldwide e-commerce sales are expected to increase by 276.9% over the next year. This presents both huge opportunity, and huge competition. Your store needs to set itself apart if it wants a piece of the market. Investing a text messaging platform enables your store to connect with fans quickly, provide customer service, and bring in sales with the push of a button.

Texting is cheaper than running paid campaigns, more effective than email, and easier to set up than almost any other channel. If you follow the steps in this guide, we're confident that you'll agree with us. And if you have any questions, don't hesitate to reach out to our team of experts at [support@simpletexting.net](mailto:support@simpletexting.net). Or, of course, you can text us at 888-965-7404.