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Mobile Messaging Masters 👑

Best-in-class examples of personalized mobile messaging campaigns from innovative brands & organizations

🌻 **SPRING 2020**



These marketers know
good text messaging! 🏆

Spring is officially here, and the Attentive team is back with a brand new edition of Mobile Messaging Masters! Each season, we look back at recent personalized mobile messaging campaigns powered by Attentive to recognize leading brands and organizations that are driving innovation and incremental revenue through this channel. In the following pages, we're highlighting eight examples of brands that successfully use text messaging to engage subscribers, boost sales, and increase brand awareness.

It's important, now more than ever, to reach your audience with the most relevant messaging possible—44% of consumers would switch to another brand that did a better job of personalizing the content they saw.¹ And, with mobile usage higher than ever, it's important to reach your consumers on that device where they're spending the majority of their time.

Personalized text messaging offers businesses a real-time, two-way communication channel to engage subscribers by sending helpful messages they want to receive—where they want to receive them. Because ultimately, your marketing strategies need to reflect the shopper’s wants and needs, at all points of the funnel.

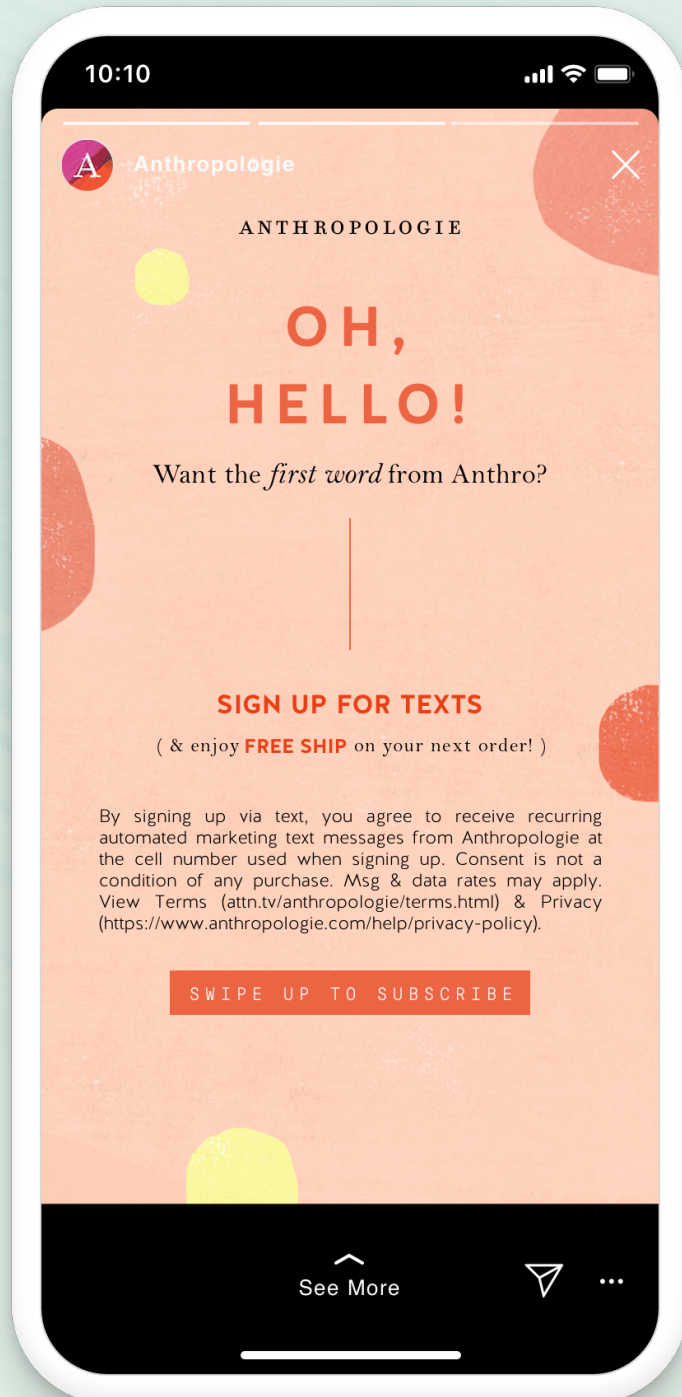
With a new season starting, now is the perfect time to “spring clean” your mobile strategy. Use the eight examples in the following pages for inspiration on new and innovative ways to build and engage your audience.

Are You Ready to Become a Mobile Messaging Master?

Keep reading to find inspiration and tactical tips on how to kick-start and optimize your mobile messaging strategy. And stay tuned for the next edition of the Mobile Messaging Masters series (...maybe you’ll be featured next!).

INSTAGRAM STORIES

ANTHROPOLOGIE



THE MASTER MOVE:

Retailer Anthropologie used Attentive’s “two-tap” sign-up technology within Instagram Stories to seamlessly convert followers into text messaging subscribers. After swiping up on Anthropologie’s Instagram Story, the user’s phone’s native text messaging feature opens with a pre-populated text message giving exclusive permission to Anthropologie to sign them up for the text messaging program. Once the user hits “send,” they are automatically opted in.

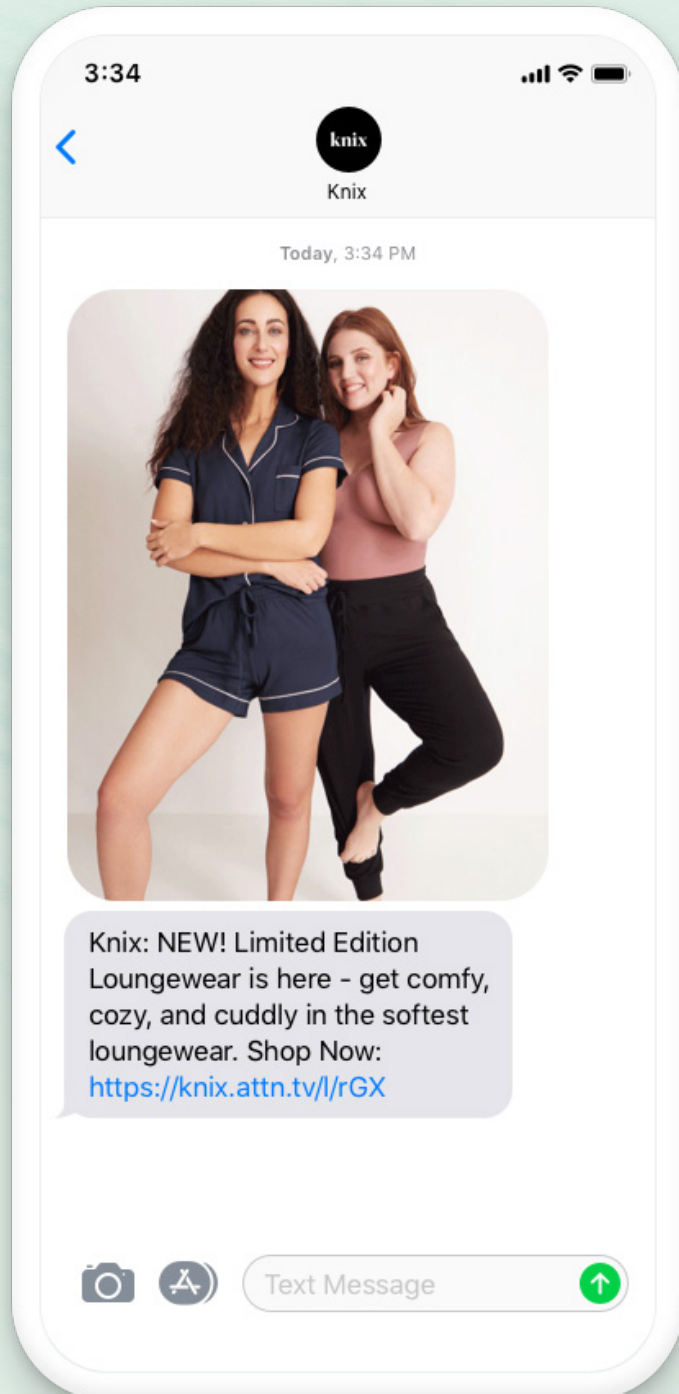
WHY IT WORKS:

Through their Instagram Story, Anthropologie encourages followers to sign up for text messages to get the “first word from Anthro” about new offers & products. In return, new subscribers get free shipping on their next order. This strategy helps Anthropologie quickly grow their list of text messaging subscribers by leveraging their existing social following—specifically on Instagram, which has over 4M followers.

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PRODUCT LAUNCH

knix



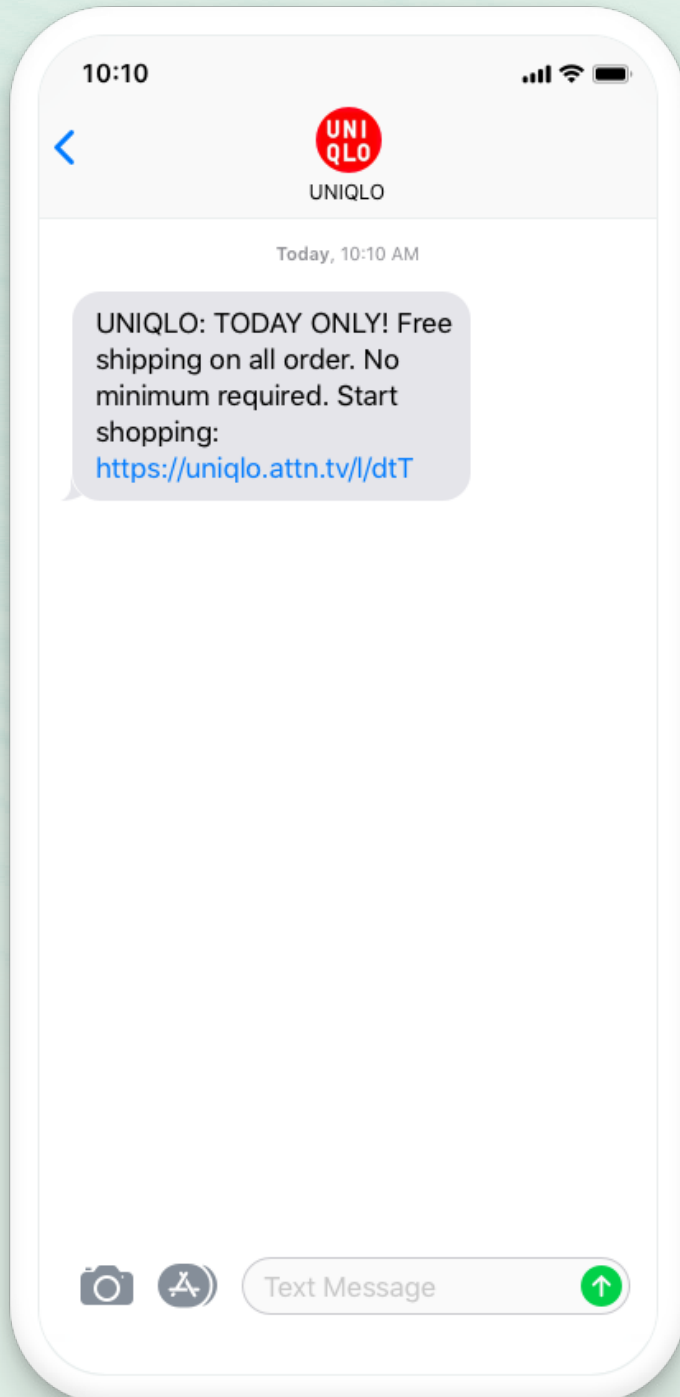
THE MASTER MOVE:

Intimates apparel brand Knix sent a text message to their mobile subscribers alerting them of brand new, limited edition product launch available on their website. The brand included an animated GIF that offered a sneak peek of the new loungewear, and they ended the text message with a direct link to shop the new line.

WHY IT WORKS:

Knix's text message is an effective way to announce a newly launched collection. Including a sneak peek of the "comfy, cozy and cuddly" new line, and highlighting the limited edition nature of the product, excites subscribers and encourages them to be the first to shop the new collection.

FREE SHIPPING

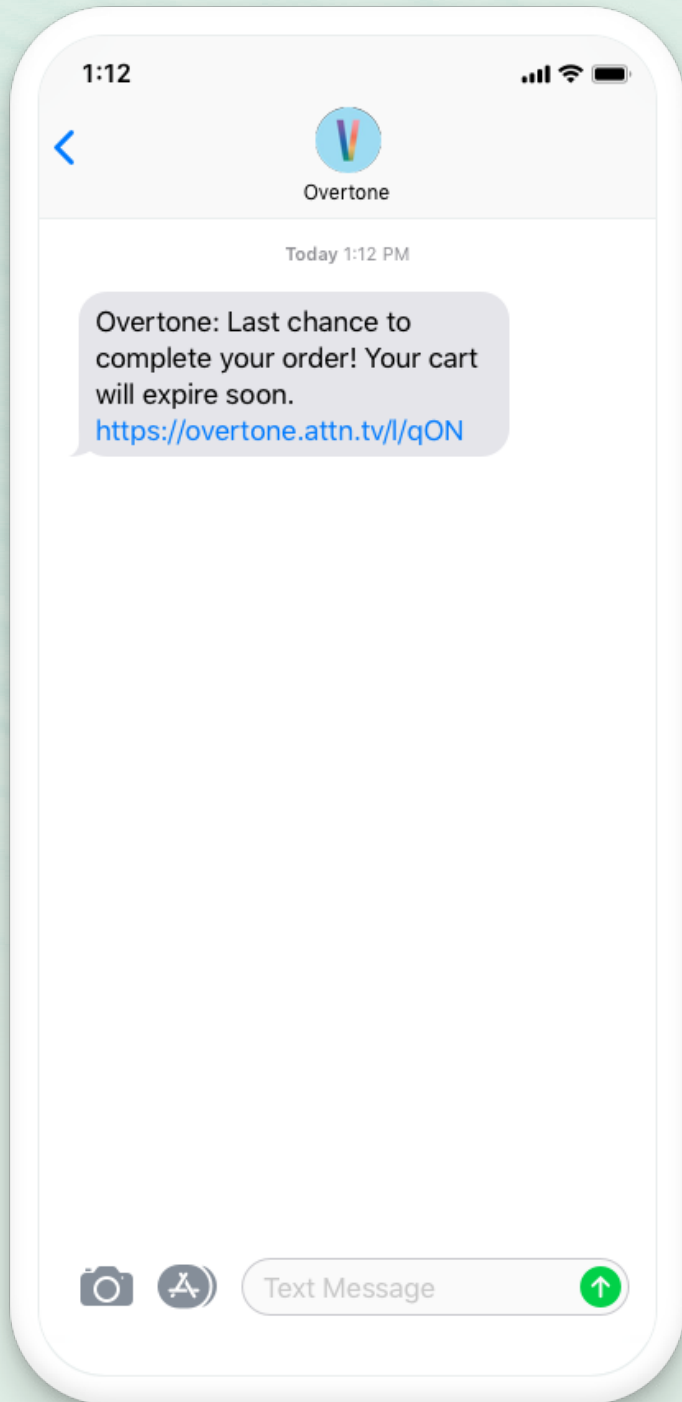


THE MASTER MOVE:

Apparel retailer UNIQLO sent text messaging subscribers an alert about a limited-time offer for free shipping. The message included a link to UNIQLO's site, which allowed subscribers to shop immediately and take advantage of the free shipping promotion.

WHY IT WORKS:

By including "TODAY ONLY!" in all caps, UNIQLO conveys a sense of urgency and shares timely information that's beneficial to shoppers. Additionally, free shipping is an ideal type of offer to send subscribers if your brand can't provide a discount, as 9 out of 10 consumers say free shipping is their number one incentive to shop online more.



ABANDONED CART

OVERTONE

THE MASTER MOVE:

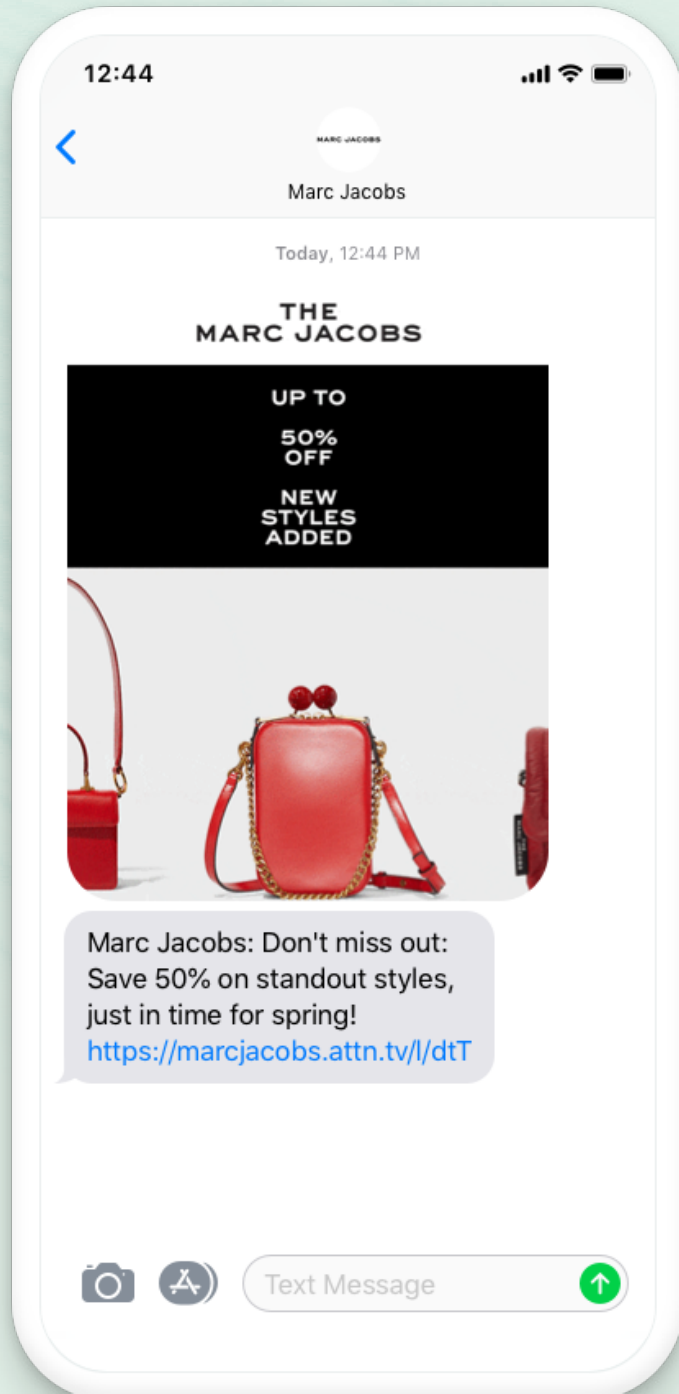
Haircare brand oVertone sends two automated abandoned cart reminders to text messaging subscribers to help recover potentially lost sales: one 30 minutes after a shopper abandons their cart and another after 24 hours if the subscriber has not yet completed their purchase.

WHY IT WORKS:

Sending an abandoned cart reminder via text messaging allows oVertone to effectively re-engage customers who have left items in their cart in a more instantaneous way than email. By sending a second reminder to those who did not convert from the first text message reminder, oVertone creates another opportunity for subscribers to complete their purchase before their cart expires.

SEASONAL SALE

MARC JACOBS

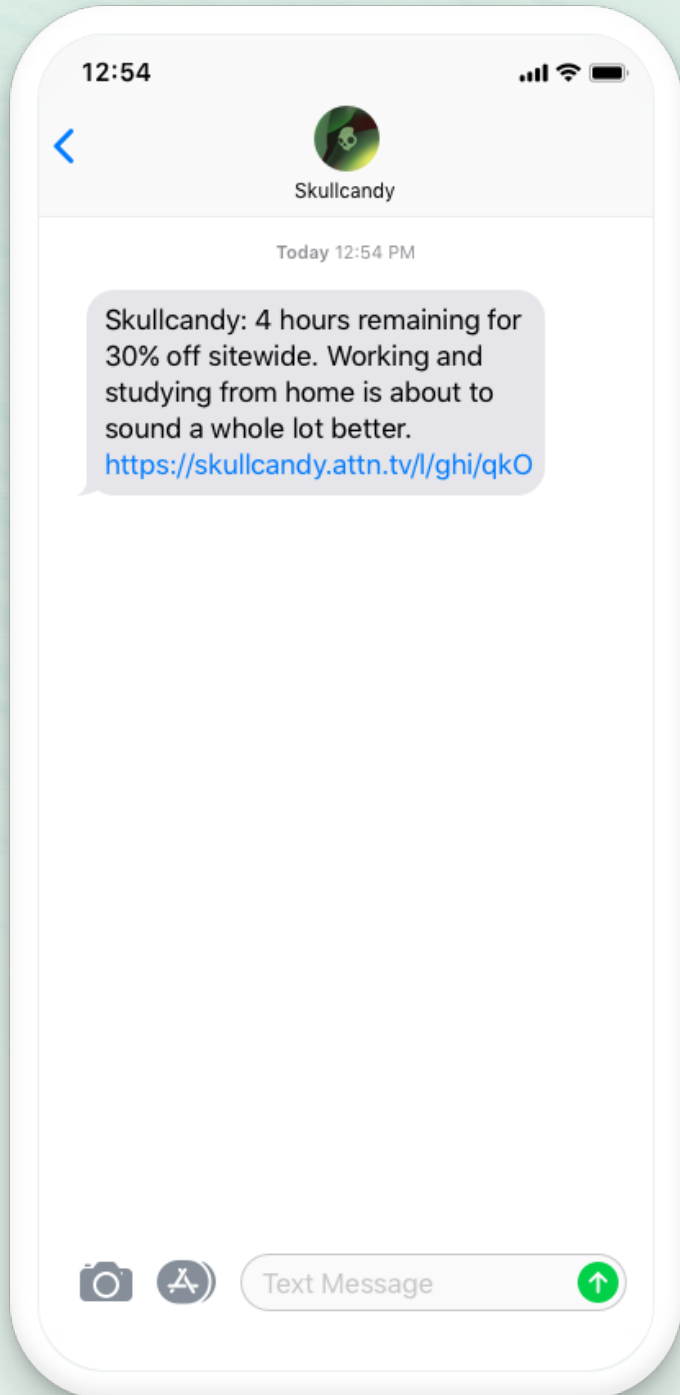


THE MASTER MOVE:

Luxury fashion brand Marc Jacobs used text messaging to alert shoppers of new sale items for spring. The text message included a custom animated GIF which featured a sneak peek of the new styles. The text message copy complements the graphic by stating the discount that shoppers could expect to receive upon clicking the link to shop.

WHY IT WORKS:

The black and white graphic, paired with a dash of color, highlights the new style while maintaining the brand's overall luxury aesthetic. The urgency of the text message copy ("Don't miss out") combined with the mention of "standout styles," is the perfect way to excite shoppers about the new spring collection and encourage them to shop.



LIMITED-TIME OFFER



THE MASTER MOVE:

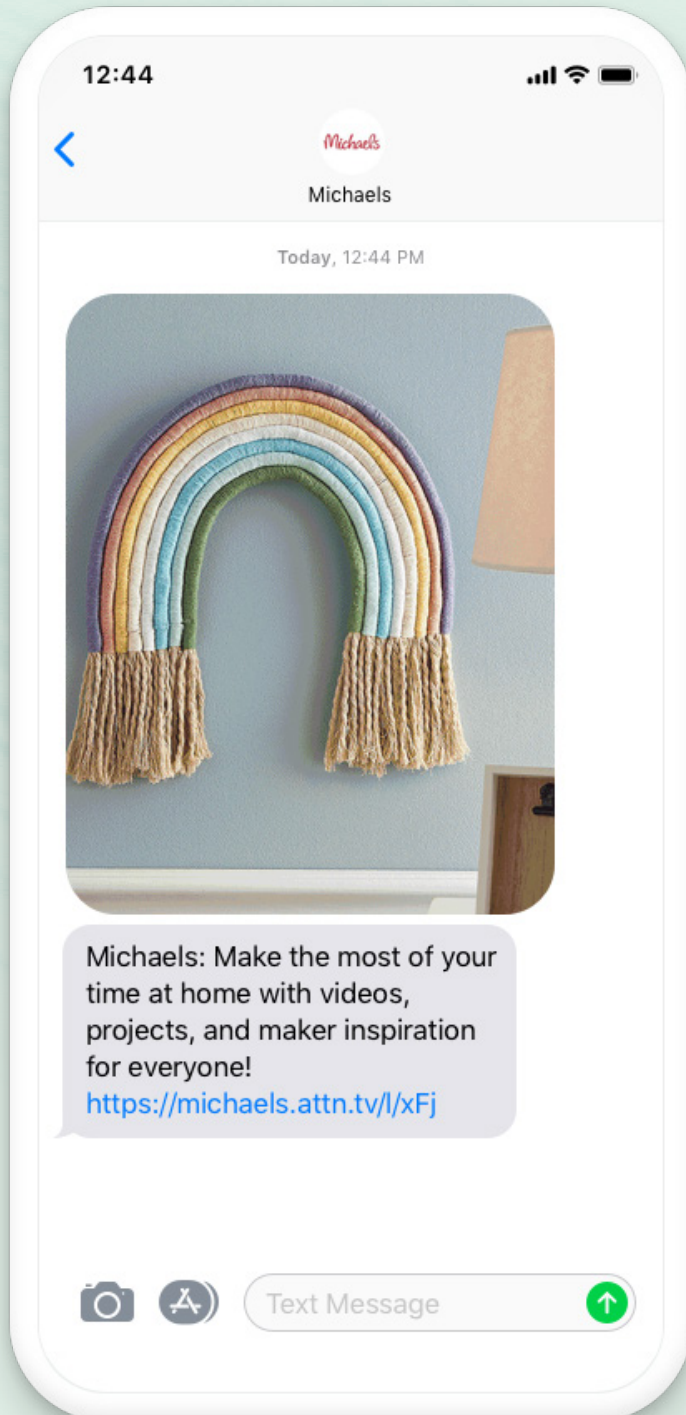
Audio retailer Skullcandy sent out a text message to their mobile subscribers offering a time-sensitive offer of 30% off sitewide. The message included a link to their site, which allowed subscribers to take advantage of the promotion immediately.

WHY IT WORKS:

Shoppers are always looking for exclusive deals from their favorite brands. Offering a time-sensitive discount is a great way to excite and engage your customers. Additionally, by calling out the sense of urgency of the deal (“4 hours remaining”), shoppers are likely to act quickly on the offer.

TUTORIALS

Michaels



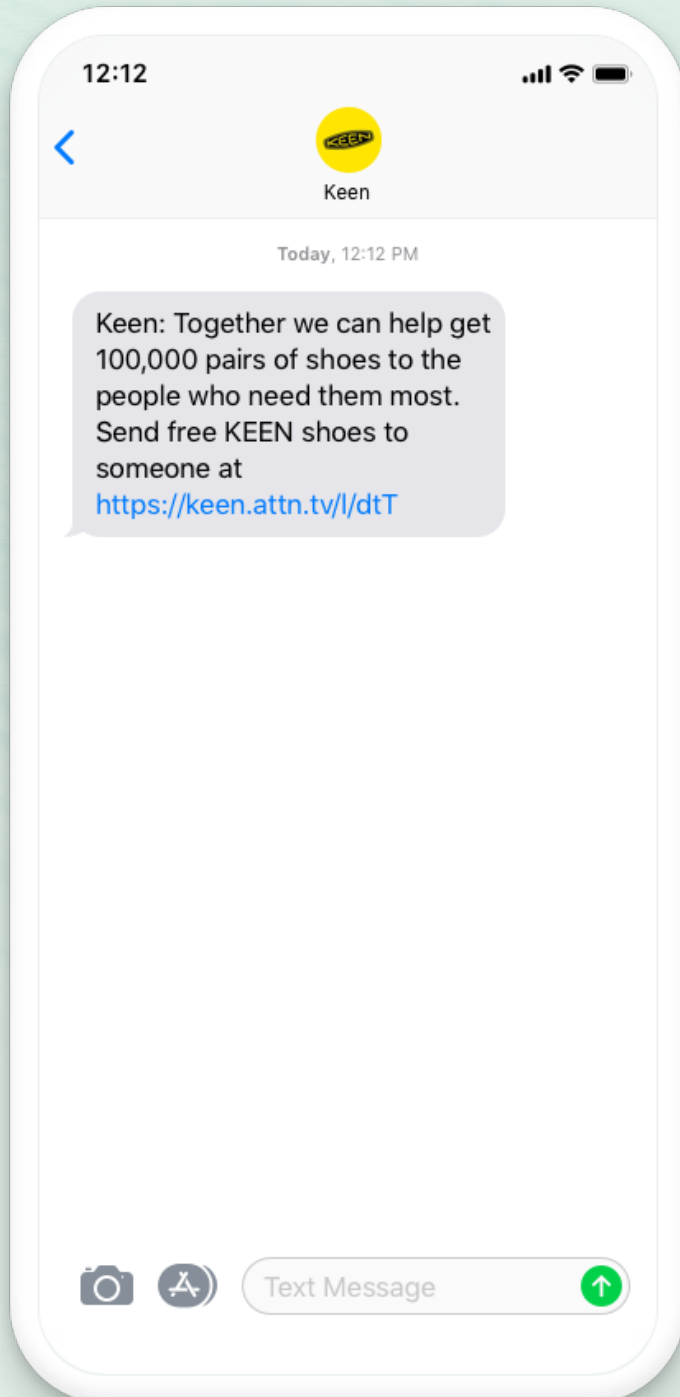
THE MASTER MOVE:

Specialty craft retailer Michaels used mobile messaging to share links for different “how to” video tutorials, providing subscribers with DIY projects they can do at home using products available at Michaels. They included a custom animated GIF that highlighted a few crafts that their customers could create.

WHY IT WORKS:

Michaels has built an entire brand on their arts and craft supplies, and inspiring a community around creativity. By communicating with subscribers through a direct and immediate channel like text messaging, they’re able to share quality content that directly relates to available products. This is a great example of how retailers can use mobile messaging for evergreen content to inspire and engage subscribers, while still driving revenue.

PHILANTHROPY



THE MASTER MOVE:

Sustainable footwear retailer KEEN is steeped in philanthropy—from their core values to their physical products. To get subscribers involved in their recent philanthropic initiative, they sent a text message to mobile subscribers inviting them to send free shoes to those in need—a strategy to help subscribers get involved and make a difference, too.

WHY IT WORKS:

KEEN's message is a great way to combine brand loyalty with a greater purpose. The focus on their philanthropic mission coupled with a call to action is the perfect way to excite shoppers about the brand while spreading the word about the work they are doing to make a difference.

HOW TO BECOME A MOBILE MESSAGING MASTER:



Define goals

For many marketers, mobile messaging is a brand new channel. As with any new marketing effort, it's important to first clearly define your goals. Key performance indicators often center around metrics such as subscriber growth, revenue driven, & overall ROI.

Set yourself (and your team) up with clear expectations and an agreed-upon method for measuring success.



Grow subscribers

Grow an audience of opted-in subscribers through mobile & desktop web, email, social channels, paid media, in-store signage (if applicable), mailed promos, and more.

With Attentive's mobile messaging platform, you can quickly gain text messaging subscribers through a variety of acquisition tools, enabling you to connect with mobile subscribers at every step of the customer lifecycle.



Send messages

Using real-time browsing and buying data, marketers can send personalized messages at scale. For example, create a drip campaign for new subscribers with a welcome offer, set up an abandoned cart reminder, or send automated shipping updates.

Attentive's full-service Customer Success team is here to share best practices, assist you in developing a mobile messaging strategy that makes sense for your unique brand, and help design message creatives.



Attentive is a personalized mobile messaging platform built for innovative brands & organizations. Using Attentive's patent-pending "two-tap" sign-up solution, marketers can quickly grow their list of mobile subscribers and make mobile messaging a top 3 revenue channel.

1,000+ companies rely on Attentive and see strong results like 30%+ click-through rates and 25x+ ROI.

Visit www.attentivemobile.com to learn more and request a demo.

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