



Huff, James. James Huff's Top 10 Tips for SMS Marketing. In: Guest Speaker Presentation by James Huff from Firetext.

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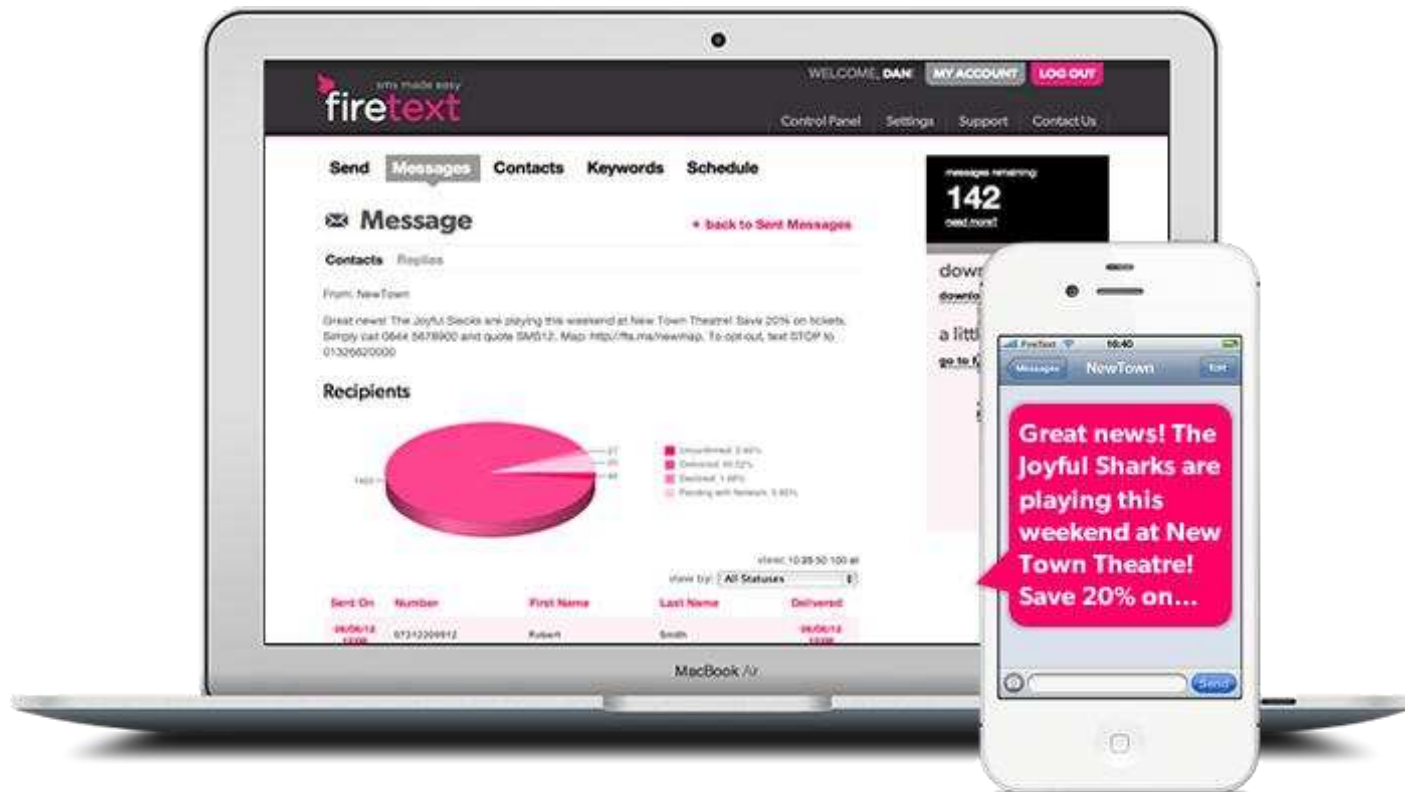
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James Huff | FireText

Southampton Solent University

17th January 2013

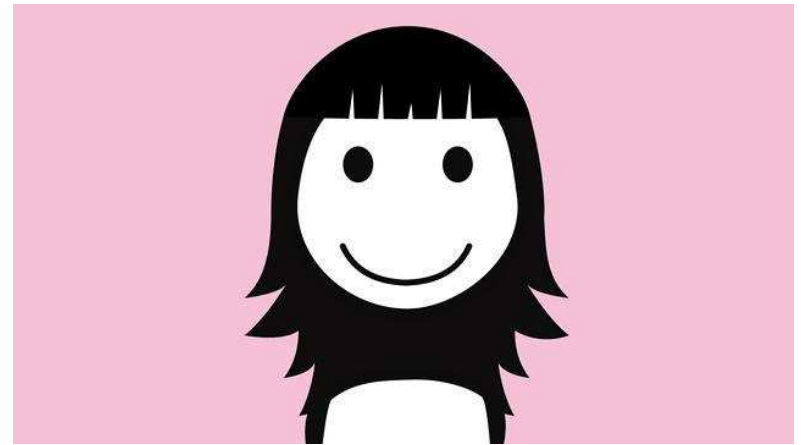




SMS Marketing Top Tips

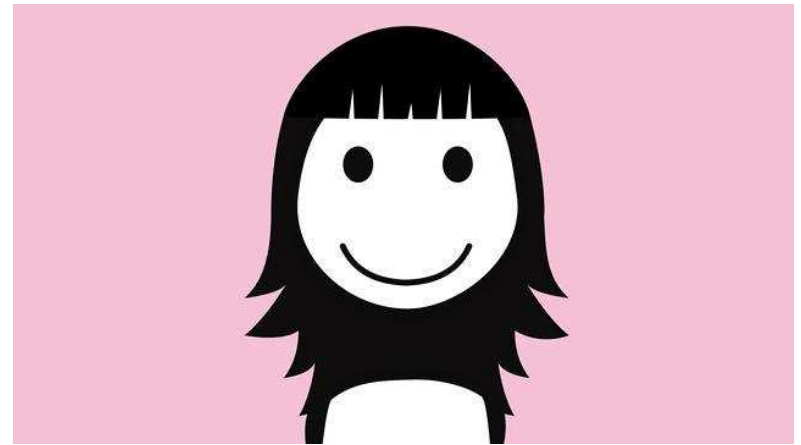
SMS Marketing – Tip # 1

Dnt use txt
spk lol



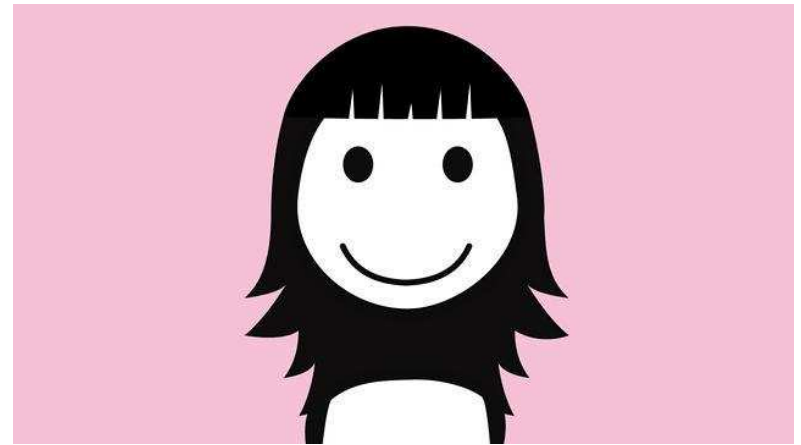
SMS Marketing – Tip # 2

Keep it to 160
characters



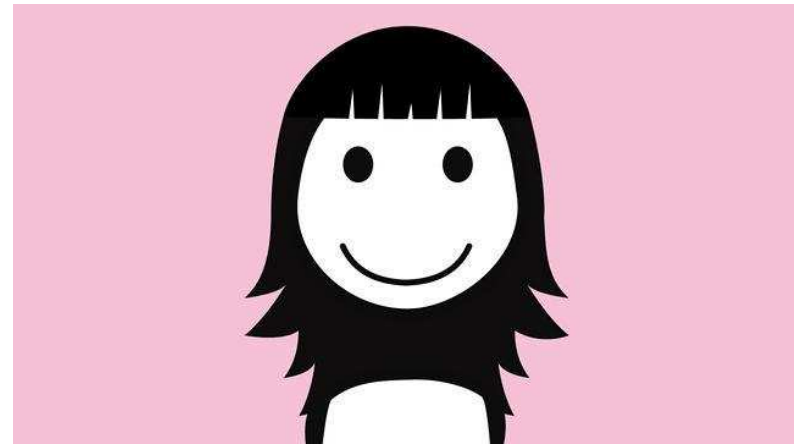
SMS Marketing – Tip # 3

Write short
sentences



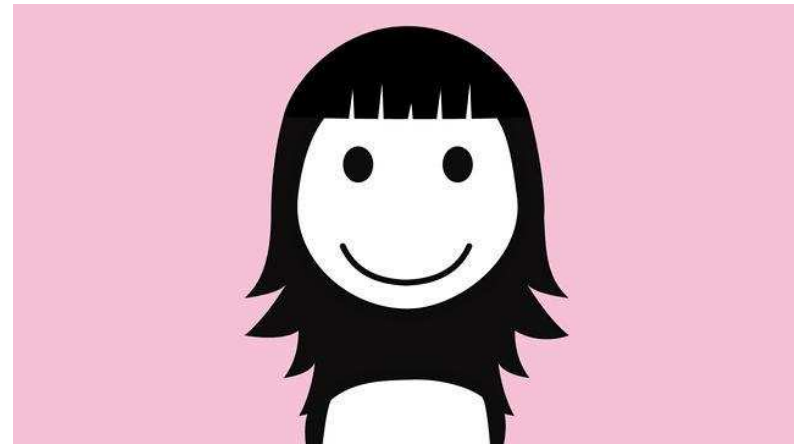
SMS Marketing – Tip # 4

Appropriate
call to action



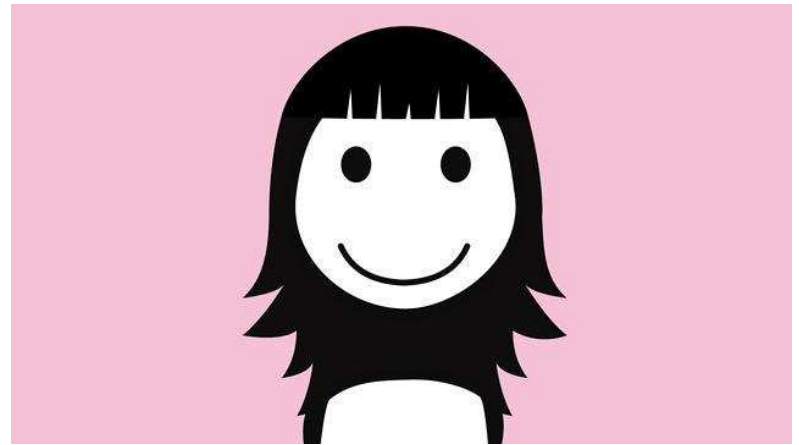
SMS Marketing – Tip # 5

Timing is
everything



SMS Marketing – Tip # 6

DON'T
SHOUT



SMS Marketing – Tip # 7

Track your
campaigns



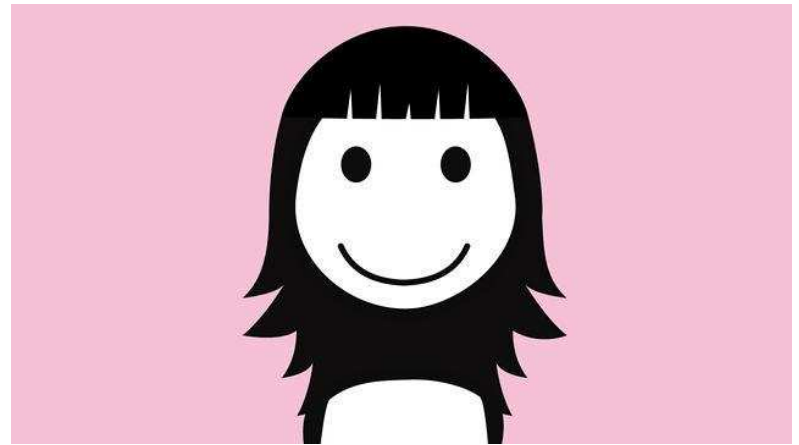
SMS Marketing – Tip # 8

Collect and
use your
own data



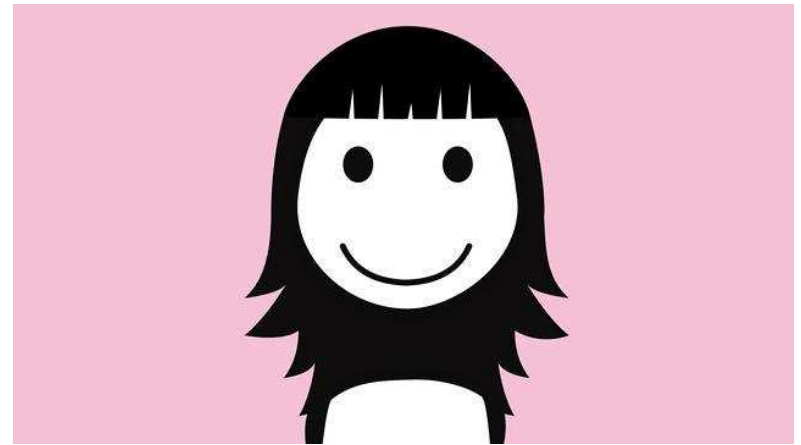
SMS Marketing – Tip # 9

Opt Outs



SMS Marketing – Tip # 10

Use a
quality
supplier



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