

# Utilizing SMS with your Email Campaigns



September 28, 2023



# WHEN TO USE SMS

- Notify members or attendees
- Means to drive action quickly
- Complement email conversations
- Use mindfully when needed

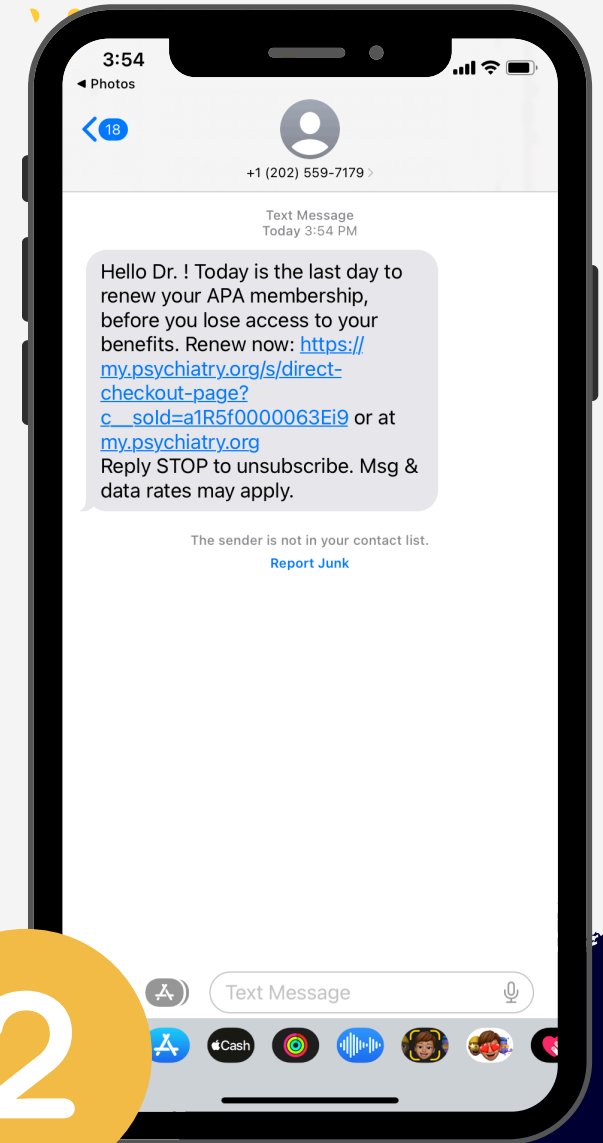
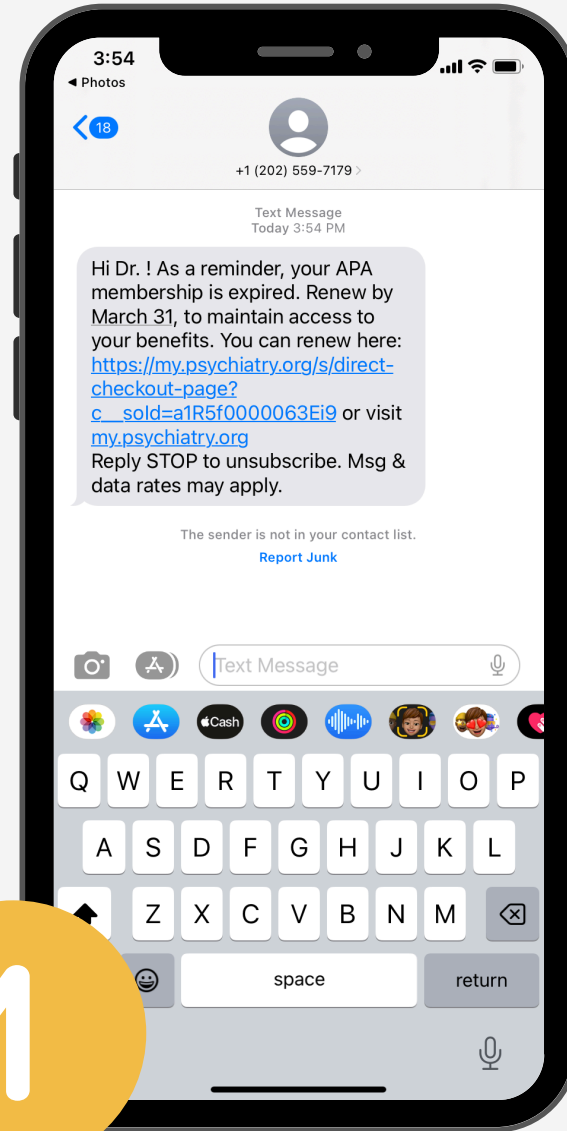


# WHY USE SMS

- 97% deliverability (on average)
- Meet contacts where they are
- Cuts through email clutter
- Offers a quick interaction when action is needed (last minute notification)

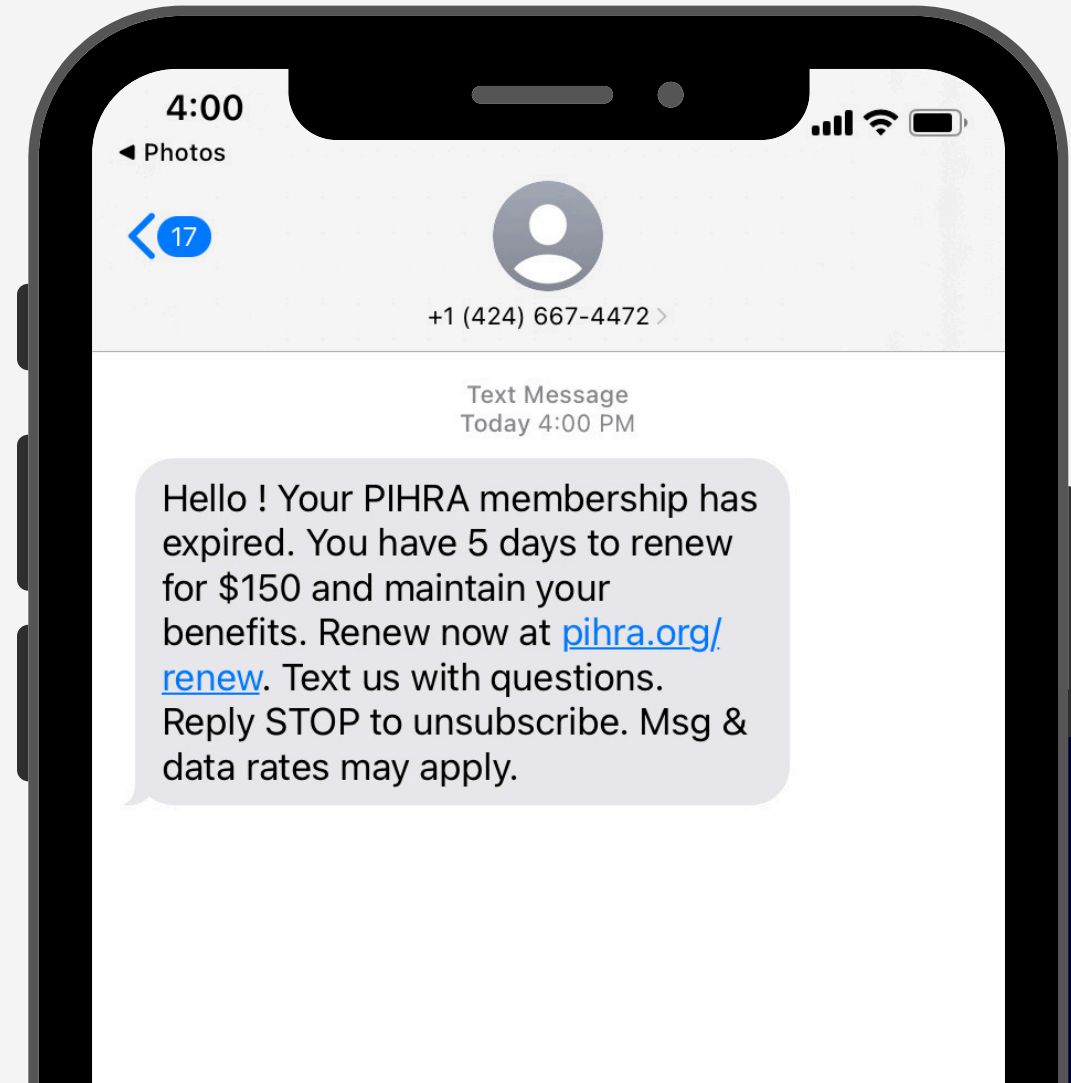
# RENEW MEMBERS

The American Psychiatric Association uses PropFuel alongside renewal emails to alert members a few days before the grace period ends and on the day it ends.



# WIN-BACK LAPSED MEMBERS

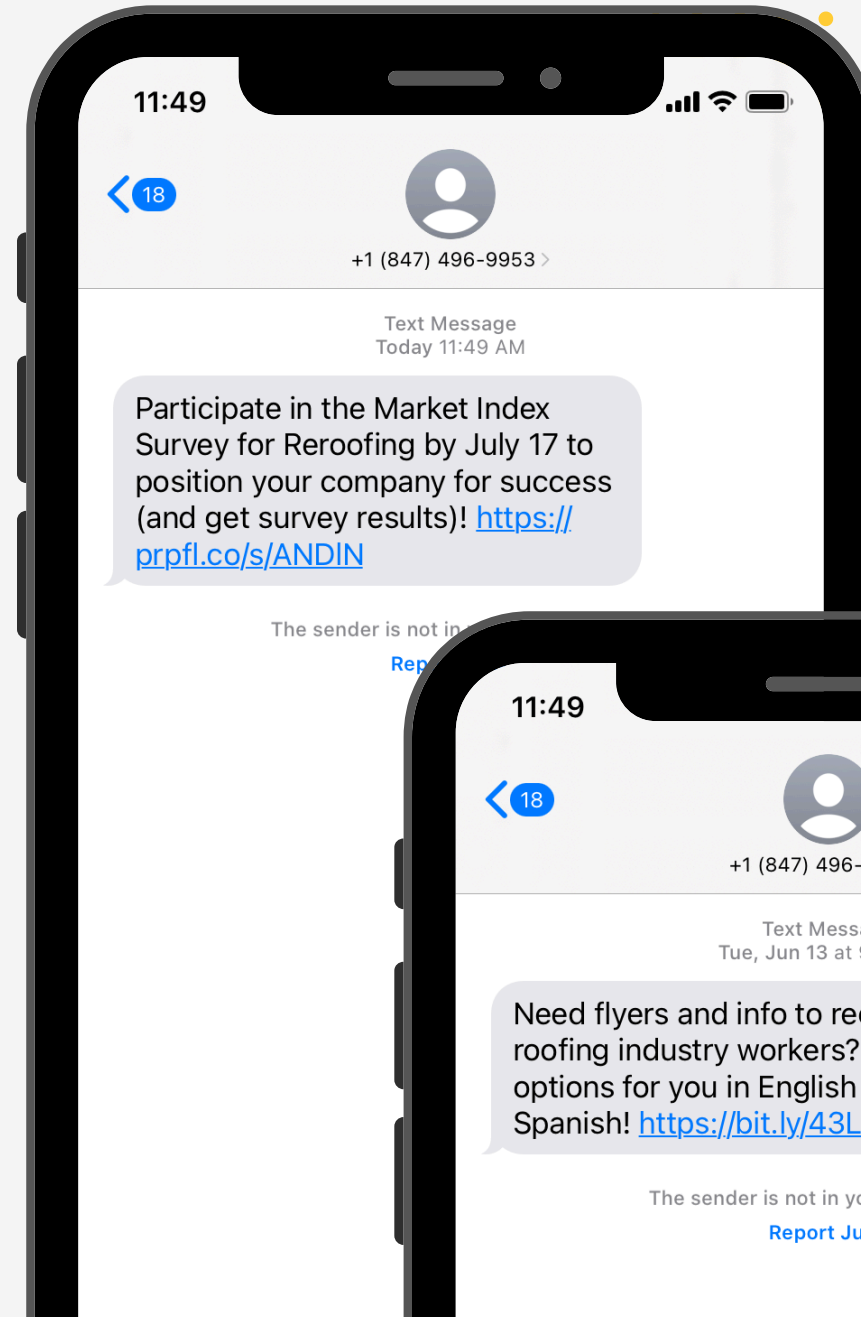
PIHRA uses SMS alongside PropFuel emails to win back lapsed members. They send a single SMS to lapsed members five days before the membership officially drops.



# MEMBER ENGAGEMENT

National Roofing Contractors Association (NRCA) has been promoting member benefits, opportunities to share feedback, and special offers to their network with occasional SMS messages.

They also used PropFuel's built-in link shortener.



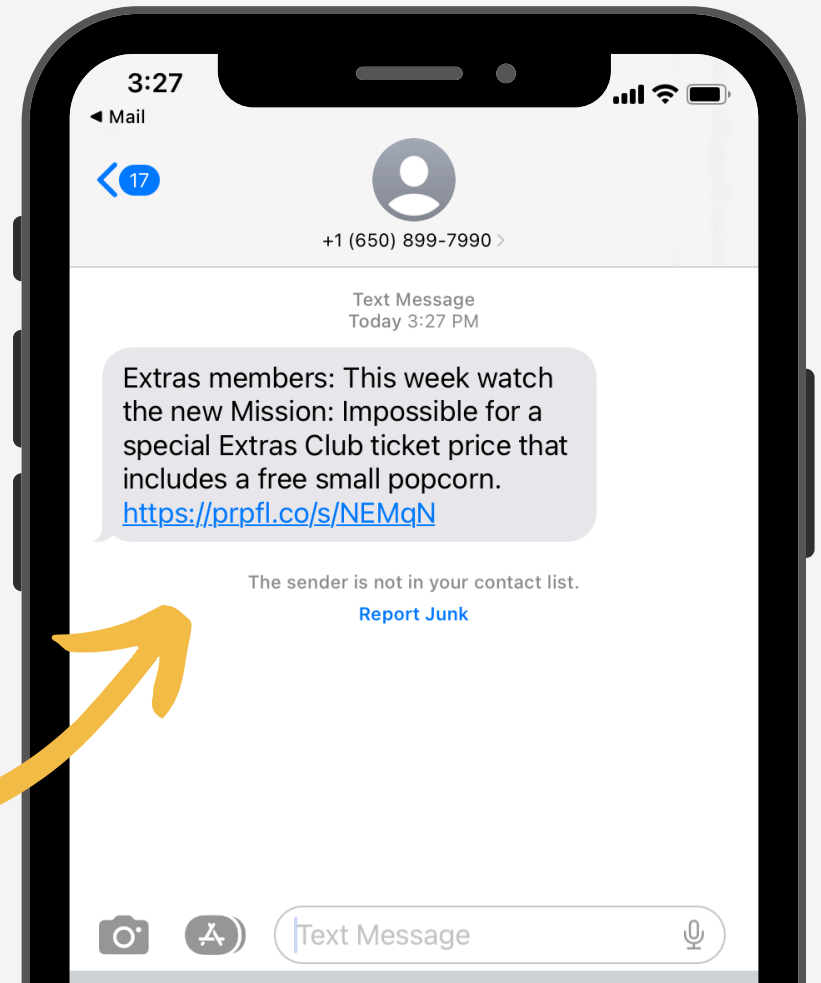
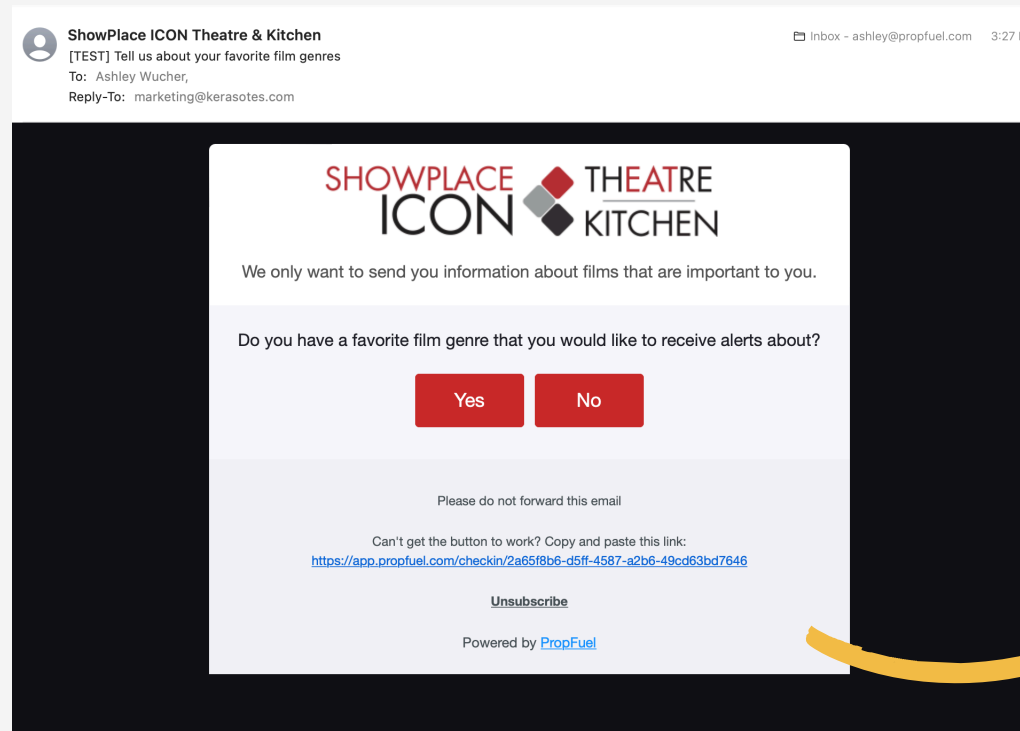
# NOMINATIONS

NRCA also did a “last call” for nominations for their MVP Awards via a text notification.



# PRODUCT & EVENT ALERTS

Showplace Icon Theatre & Kitchen ask in their New Member Onboarding emails for the customer's favorite film genre and later sends texts when there are new showings or events to purchase in that genre.

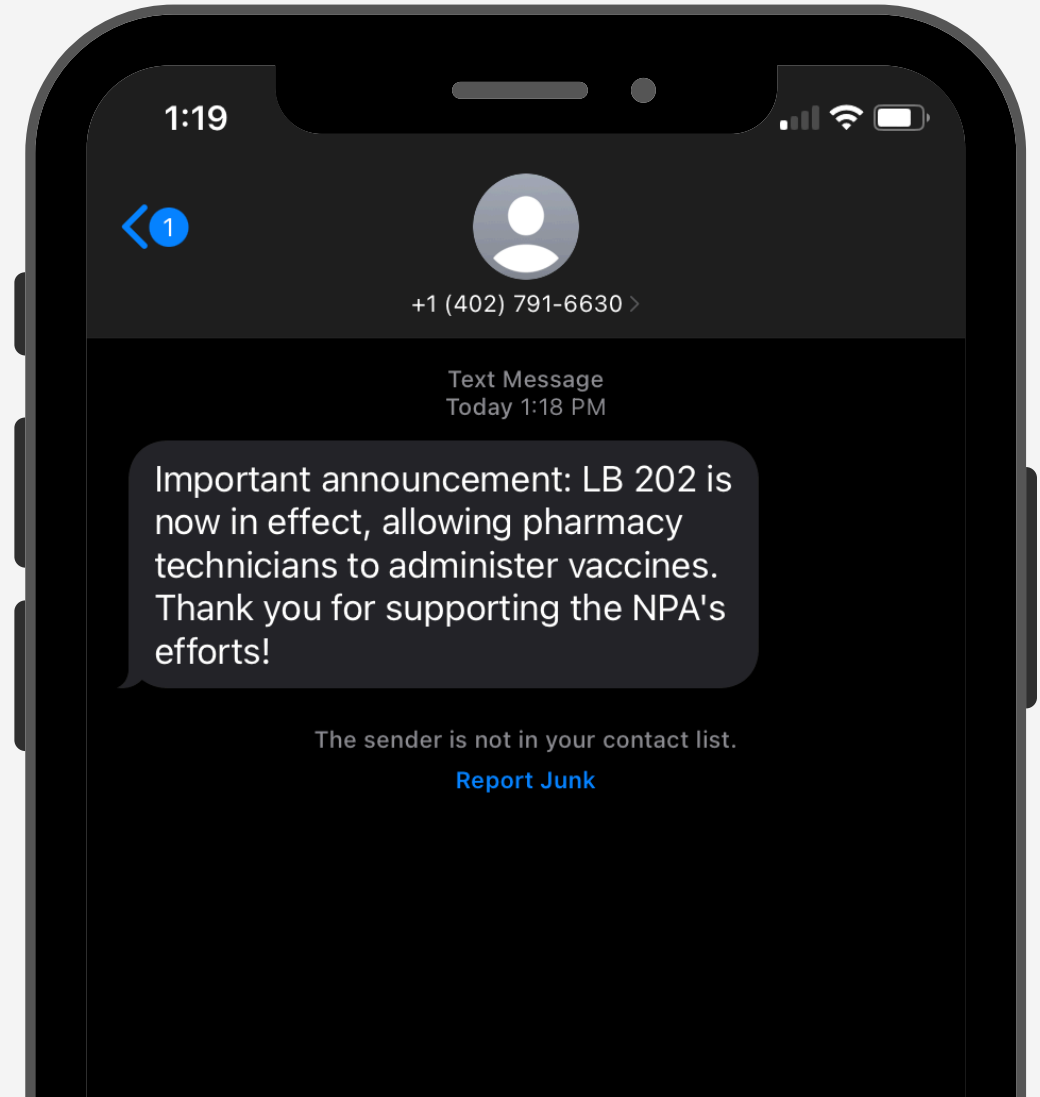




# ADVOCACY

Nebraska Pharmacists Association sent an important alert to their members about a bill passing in the Nebraska statehouse that now allows pharmacy technicians to administer vaccines.

This information was important and timely for their members, so sending an SMS alert was a quick and easy option to get the word out.



# CONFERENCE ENGAGEMENT



Sidecar used SMS to engage conference attendees during their multi-day conference, where attendees are more likely to be on-the-go and checking texts instead of email.

1

Messages

🎉 digitalNow 2022 has officially started! Download the conference app:  
Apple Store: <https://apps.apple.com/us/app/digitalnow-2022/id1641909718>  
Google play: <https://play.google.com/store/apps/details?id=com.resultsdirect.eventsentential.branded.sidecar>

2

Messages

Text us your conference questions to this number and a real human will text you back with an answer!

3

Messages

Day 1 of digitalNow 2022 is in the bag! 🎉 Text 1-10 to let us know what you thought of the sessions.

4

Messages

Day 2, ✅. Text 1-10 to let us know what you thought of today's sessions.

5

Messages

The keynote panel and Town Hall Q&A is starting in the Celestin Ballroom D-E at 9:15. Make your way there to grab a seat...

6

Messages

That's a wrap! digitalNow 2022 was one for the books. 🎉 1-10 how were today's sessions?

The SMS functionality at digitalNow was provided by PropFuel. Learn more at [www.PropFuel.com](http://www.PropFuel.com).

# SURPRISE AND DELIGHT

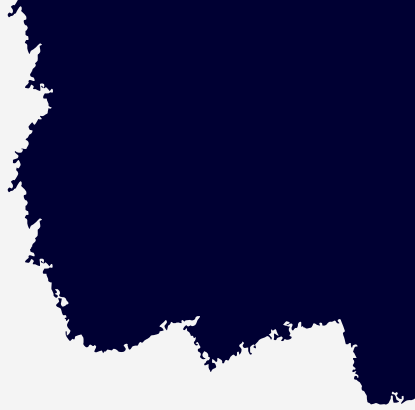
Showplace Icon Theatre & Kitchen sent a text to customers containing a unique code they could use to redeem a free movie ticket.

- 625 people visited the theater to redeem the coupon.



**4%**  
redeemed the  
coupon onsite.

# SMS OPT-IN



SMS requires express consent from the person you'll be texting *before* you can start texting them.

There are 3 ways to **EASILY** capture SMS consent using PropFuel:

1. Via PropFuel email asking them to opt-in;
2. Imported from existing opt-ins and numbers in your database; and
3. Via QR code at in-person events.



# SMS OPT-IN VIA EMAIL

- Email asking to opt-in & provide mobile number.
- Write data back to your database &/or house it in PropFuel.
- **Best for:** organizations that do not have current mobile numbers or *express* opt-ins already stored in their database.

50%  
opted in

PL Lili Arguello, PIHRA  
[TEST] Can we text you?  
To: Ashley Wucher,  
Reply-To: membership@pihra.org

Inbox - as...y@propfuel.com 2:49 PM

**PIHRA™**

**PIHRA can now meet you where you are, on the go.**

We are starting a new initiative to send you updates via text message.

Would you like to opt in to receive text messages from PIHRA?

Yes No

Here are a few details about PIHRA's membership SMS program:

We will only text you any information you need about PIHRA membership and events. The frequency will vary, however, will be no more than a few times a month at most.

Message and  
Please

**PIHRA™**

PIHRA Check-in


Thank you for opting in to receive text messages.

Please provide us with your cell phone number.

Submit

# SMS OPT-IN FROM YOUR DATABASE

- Import from your database anyone who has previously opted in to SMS, along with their mobile number.
- **Best for:** organizations that run SMS opt-ins in another system and keep current mobile numbers in their database.

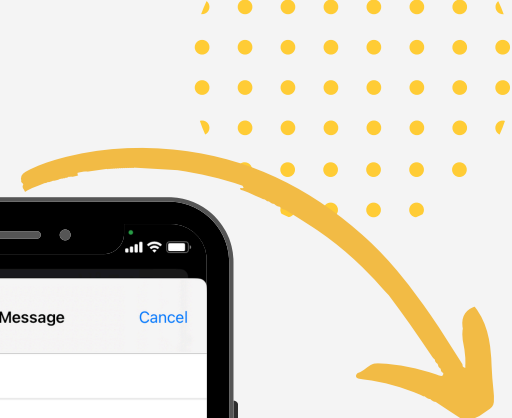
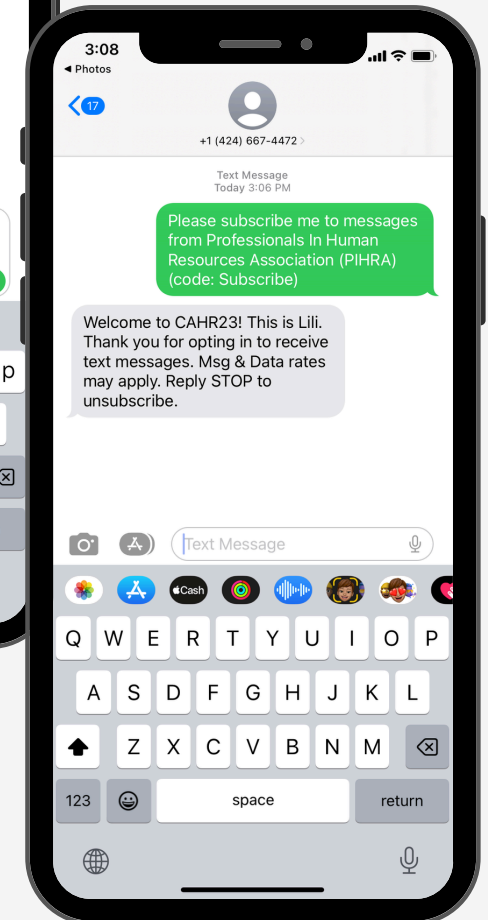
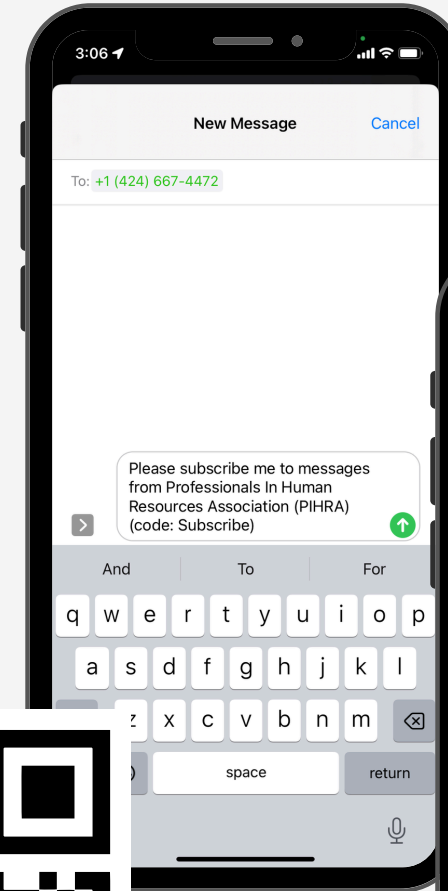


SMS opt-in  
requires  
express consent!



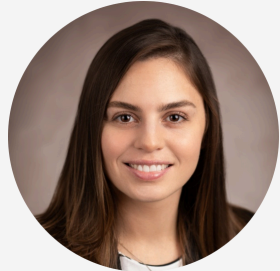
# SMS OPT-IN AT EVENT, VIA QR CODE

- Post a QR code at your event attendees scan to opt-in to SMS.
- **Best for:** organizations running other opt-in efforts that *also* want to maximize opt-ins during events.



# WANT TO LEARN MORE?

Connect with your Client Success Manager to dig in!



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