

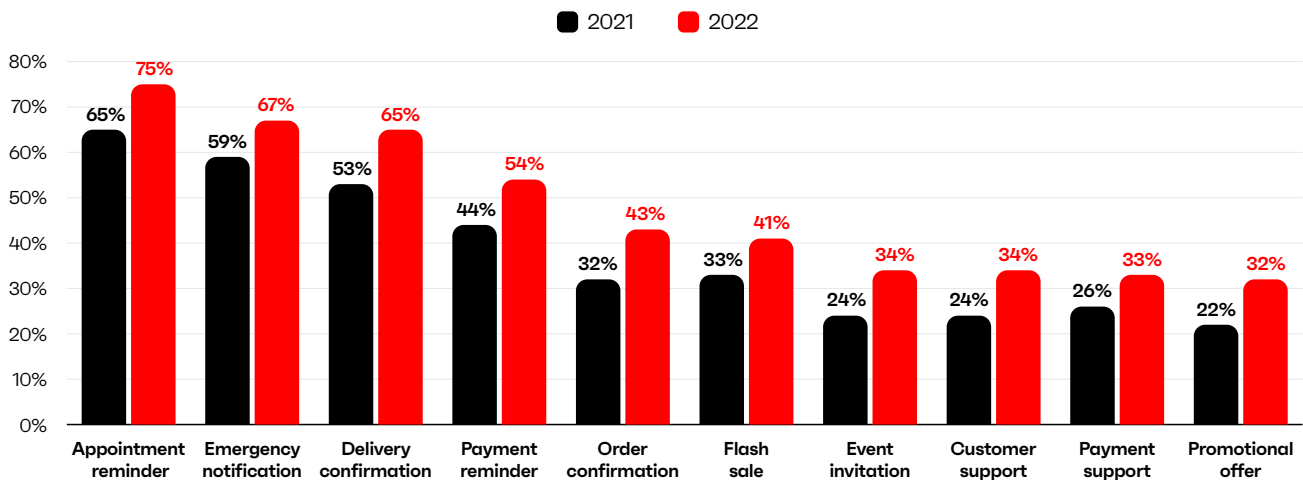
FEAR #1
NO, SMS
ISN'T SPAM

There's no need to be scared of SMS.

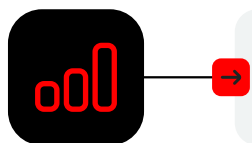
According to [a report on text message marketing](#), 54% of consumers would like to receive promotions via text message... But only 11% of businesses send them this way. Businesses currently not using SMS marketing are missing out on a host of benefits for better reach and sales.

A 2022 report showed that confirmation messages, flash sales & promotional messages are the most appealing text messages:

What messages have the most text appeal?



Source: www.eztexting.com



Omnisend customers using both email & SMS are seeing **47.7% better conversions** than using email alone.

Why are ecommerce owners so scared of SMS?

Some ecommerce owners or marketers have fears when it comes to using SMS marketing to reach their customers.

THEY THINK THEIR CUSTOMERS WILL VIEW IT AS SPAM



This is the most common myth that ecommerce owners believe. But with 54% eager to hear from brands like yours, this one is easy to disprove.

THEY THINK THEIR CUSTOMERS WILL FIND IT ANNOYING



Some ecommerce store owners worry that they'll annoy their subscribers or customers with text messages. That's just not true. Remember: the only way you got their phone number was because your customers gave you their phone number. **They want to hear from you.**

THEY DON'T KNOW HOW TO GET STARTED



Luckily, this is an easy problem to solve. Omnisend makes it easy to get verified, and collect email & phone numbers with multi-step forms. Creating SMS campaigns is also a breeze. In fact, if you've ever sent a text message on your phone, you can send an SMS campaign.

THEY HAD SOME BAD EXPERIENCES OF THEIR OWN



Many ecommerce owners or marketers grew up at a time when SMS marketing was less regulated. However, lots of things have changed in the past decade, and SMS marketing is now better regulated and much better for consumers.

How to get started with SMS marketing at Omnisend

1.

Legal & practical setup

In order to send SMS to US subscribers, you'll need to [verify your toll-free number](#). This can take up to 5 business days, so plan well. Because you can send SMS to any country with Omnisend, be aware that different countries have different [SMS regulations](#).

2.

Collecting subscribers

If you already have subscribers, you can easily import them into Omnisend. Omnisend makes it easy to collect subscribers by using standard or multi-step signup forms. To help protect you and your subscribers, all forms that collect phone numbers must include TCPA or GDPR-compliant consent.

3.

Sending SMS campaigns

Setting up and sending out SMS campaigns is easy. As [Dan Judd of Vape Superstore said](#): "It's just as simple as writing a text message on your phone. You can do it in 5 minutes or less." We take care of the unsubscribe or opt-out requirements, shorten links, and handle everything — you just need to write the message.

4.

Adding SMS into your automations

Many of our best-performing automated workflows, like the Welcome message or Abandoned cart, come with pre-built options that already include an SMS message. All you'll need to do is click to use the workflow, adapt the message for your brand, and you're set!

5.

Your SMS credits

It's easy to pay for SMS on Omnisend. You can either top up your SMS credits in a pay-as-you-go model. Or if you're on our Pro plan, you get free SMS credits equal to the price of the plan (if you pay \$150 to send unlimited emails to 10,000 contacts, you get \$150 in free SMS credits each month).

24/7 customer support & unbeatable prices.

You & Omnisend—**strong alone, beautiful together.**