

FEAR #3 DON'T FEAR SMS COSTS

There's no need to be scared of SMS...costs.

When people say they're scared of SMS costs, what they usually mean is that they don't understand it.

And it's true — SMS is priced differently from email. With email marketing, each email is priced so low that we tend to think of it in thousands each month or hundreds of thousands...

(Or, if you're on the Pro plan, unlimited emails each month.)

With SMS, there's a price for each SMS you send, and it's different for different countries. The cheapest is the US, where it's \$0.015. So, to send 1,000 text messages will cost you \$15. But to send to Egypt, for example, will cost you \$0.35 per text message. For 1,000 SMS, that'll run you \$350. That's a sizable difference.

Because Omnisend **allows you to send text messages to all countries around the world**, this is something to consider. But of course, we make it easy. No surprises.

Every time you get ready to send your SMS campaign, we show you this screen to preview your costs. You can even turn off sending to certain countries if those SMS costs are too high.

Estimated SMS credits ↓

COUNTRY	NUMBER OF MESSAGES	CREDITS PER MESSAGE	SUBTOTAL	
Lithuania (LT)	12 x SMS	\$0.062	\$0.744	<input checked="" type="checkbox"/>
Germany (DE)	8 x SMS	\$0.15	\$1.20	<input checked="" type="checkbox"/>
San Marino (SM)	4 x SMS	\$0.30	\$1.20	<input checked="" type="checkbox"/>
Ukraine (UA)	4 x SMS	\$0.31	\$1.24	<input type="checkbox"/>
Italy (IT)	4 x SMS	\$0.06	\$0.24	<input checked="" type="checkbox"/>

TOTAL ESTIMATED PRICE FOR CAMPAIGN: \$4.66
Your SMS credit balance: \$5.00

[Save & close](#) [Send test](#) [Review campaign](#)

Why do ecommerce owners fear SMS regulations?

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

THEY THINK SMS PRICING IS EXTREMELY COMPLICATED



SMS pricing is different from the email pricing you're used to. That's because different countries have different prices. But don't worry — Omnisend makes it easy to see how much an SMS campaign to a specific country will cost, before you send it.

THEY SIMPLY DON'T UNDERSTAND HOW TO GET SMS CREDITS



You can get an SMS subscription, where you pay the same monthly fee for your SMS credits. Any unused credits will roll over to the next month, or if you need more, you can upgrade to a higher SMS subscription. Or, if you're on the Pro plan, you get free SMS credits equal to the price of your plan. So if you're paying \$150/month for the Pro plan, you get \$150 in free SMS credits every single month.

THEY THINK SMS MARKETING ISN'T WORTH IT



And that's where they'd be wrong. SMS marketing is very effective. Omnisend merchants using both email & SMS are seeing 47.7% higher conversions, compared to using email alone. SMS is also a great way to catch attention, seeing as most of your customers' email inboxes are overflowing with promotional emails.

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.

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 easily subscribe to an SMS plan that works for your budget. 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.**