

# Marketing Automation with SMS

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Opt-in SMS  
Campaigns



Facebook  
Messenger

*Hustle*

P2P Texting



International SMS

# Marketing Automation

## WHAT IS A MARKETING AUTOMATION?

- Marketing automation allows you to automate communications to supporters.
- Entry criteria and decision conditions can be highly customized for a curated supporter experience.
- You can now incorporate SMS into these automations





# Digital Communication Campaigns



# Themes

- To test, build an asset.
- Best practices exist, answers don't.
- It's worth it to try.





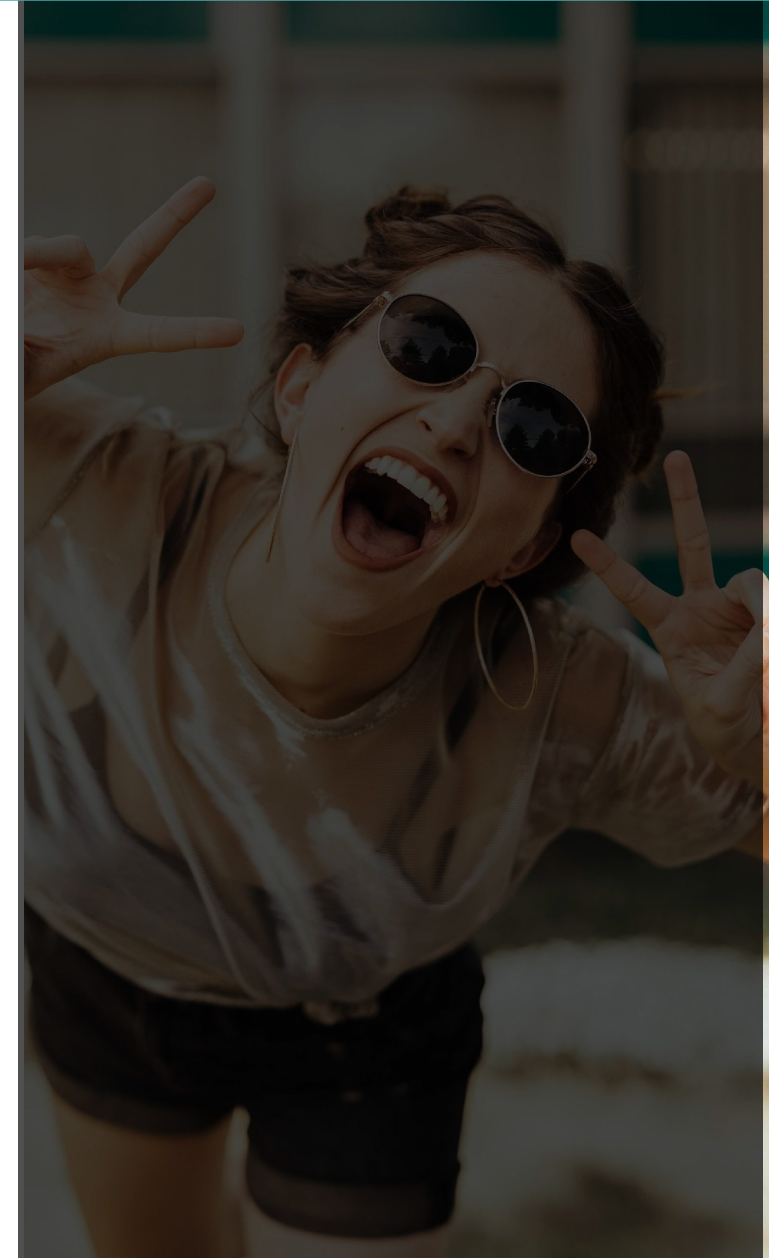
# Let's Chat

Why non-profits are rushing to messaging.

Best practices and approach

Results

What's new and what's next

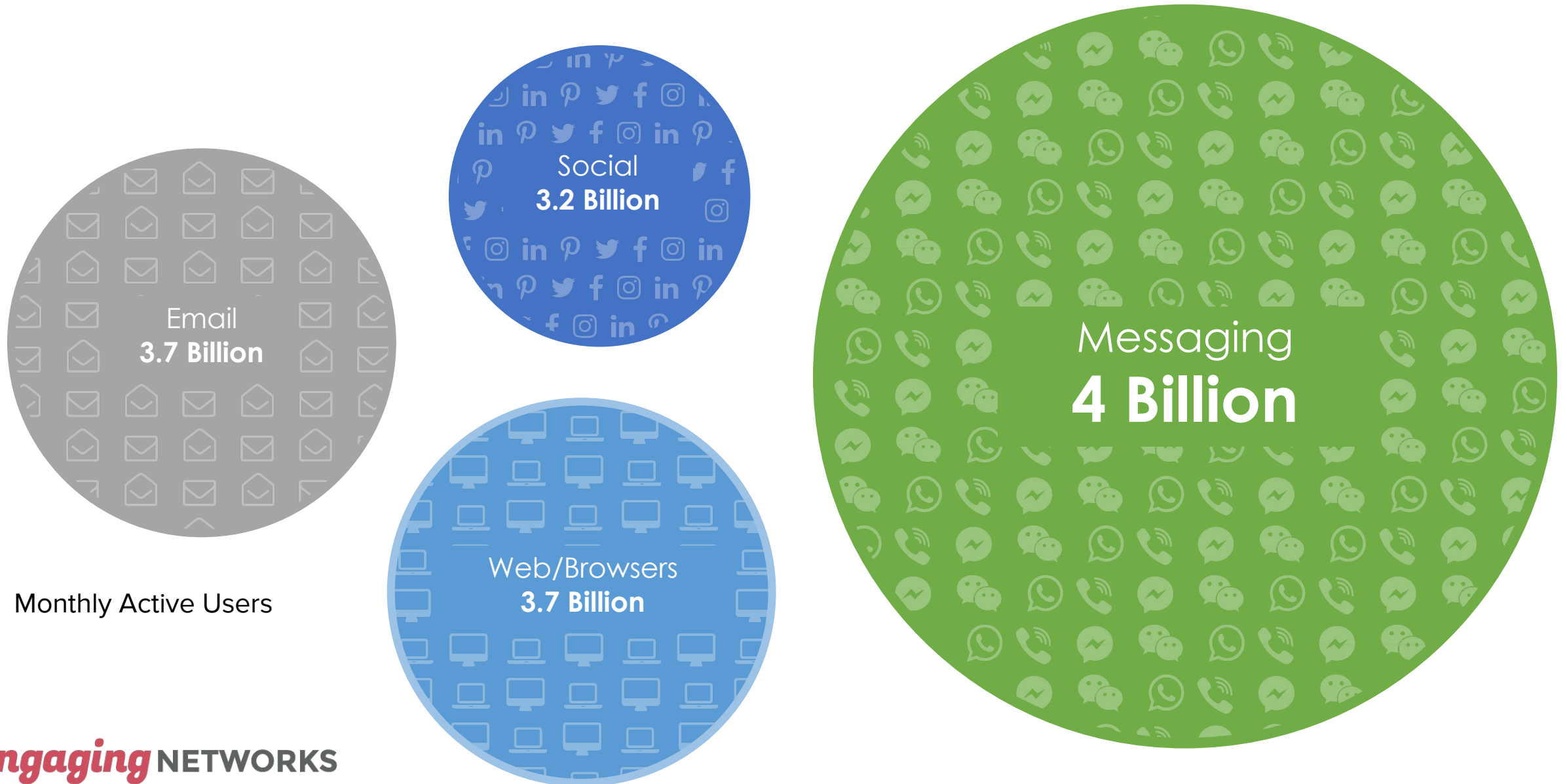




# Why Organizations are Messaging

- Ubiquity
- Personal
- Mobile
- Conversational
- Opportunity

# Messaging is Ubiquitous



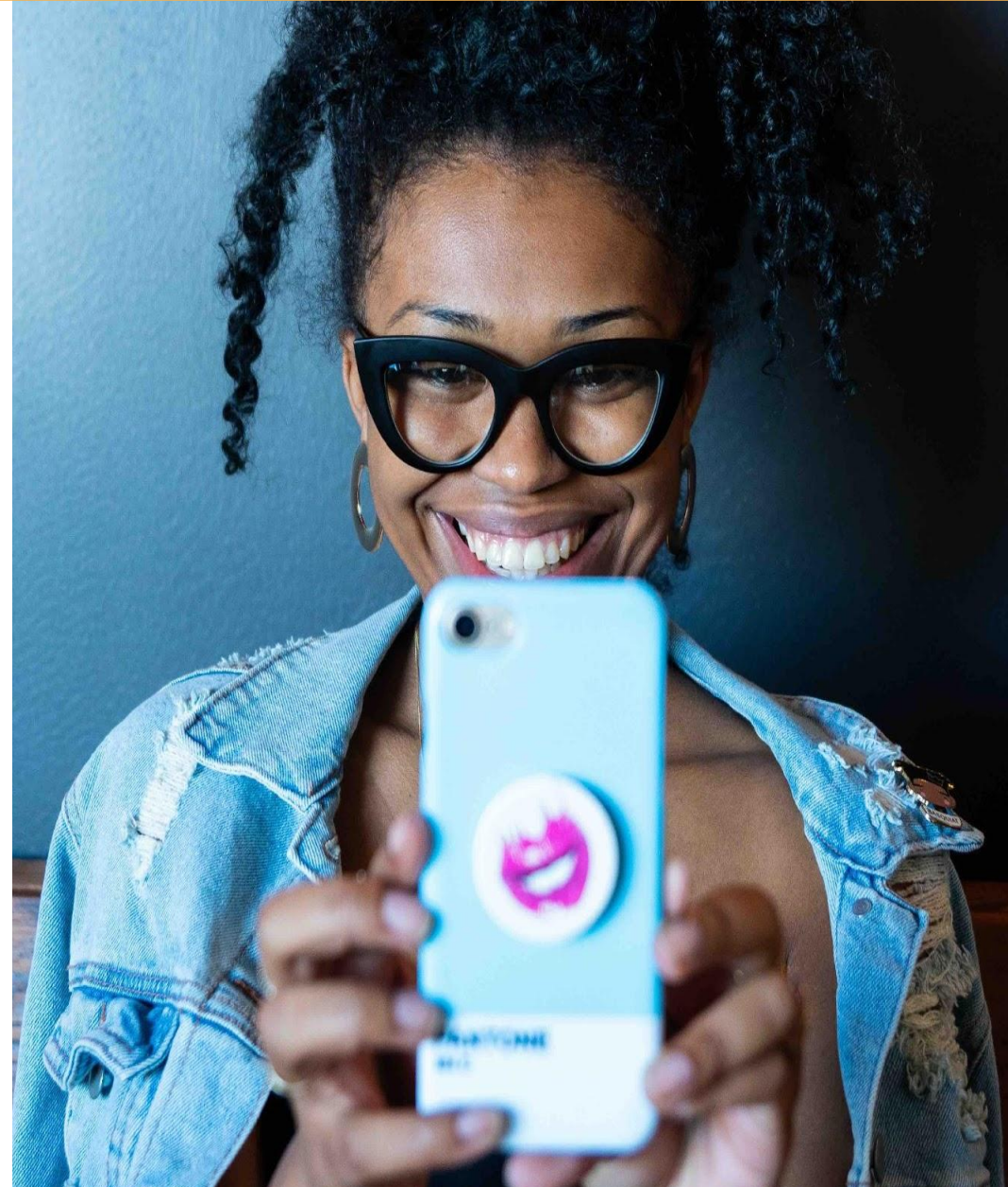


# The most personal channel

Email and the computer are work channels.

The phone and messaging are personal channels.

How do you appeal to donors? Is it their job or do you try to connect with them personally?

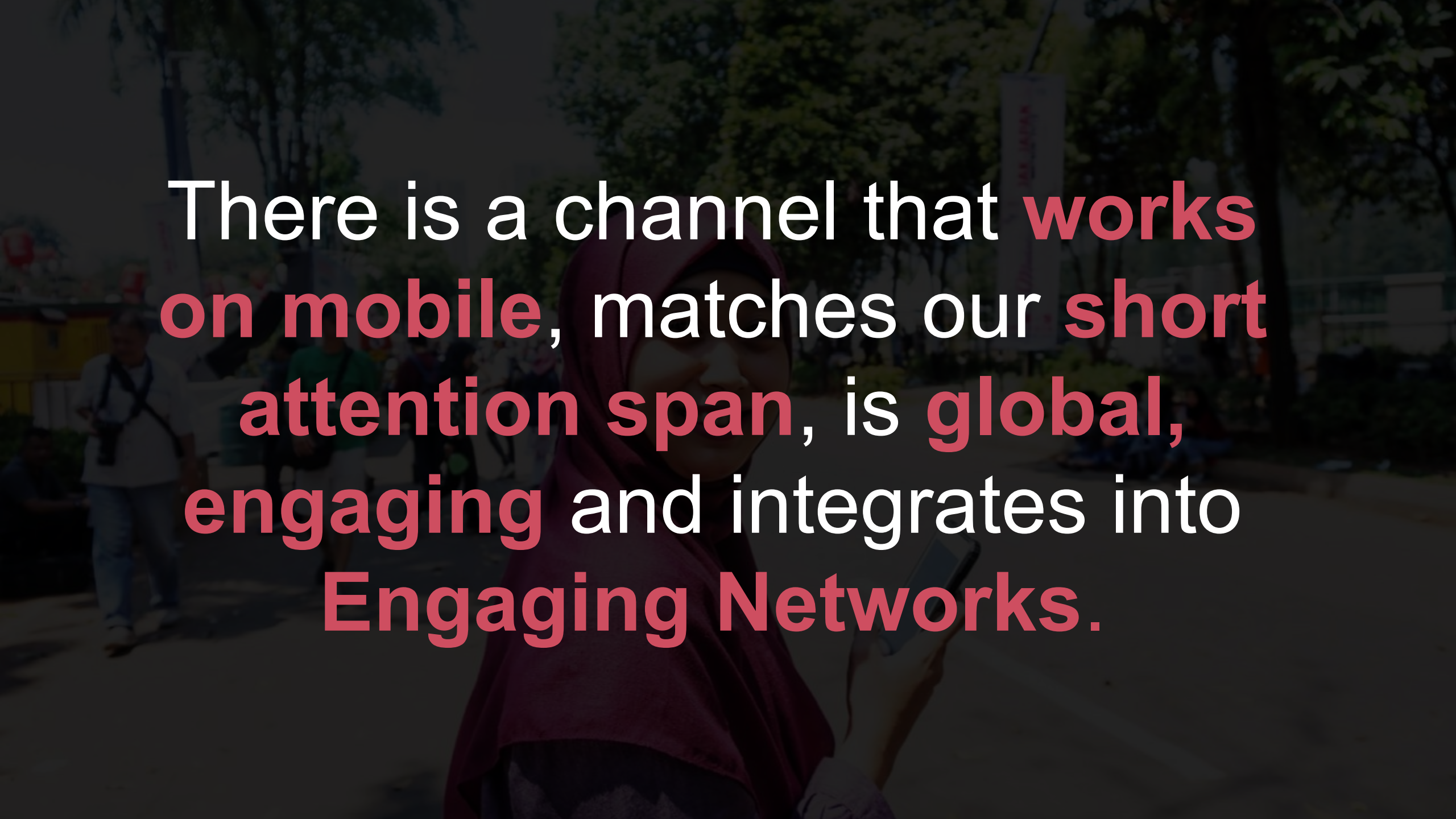






**Messaging is Mobile**



A woman wearing a red hijab is holding a smartphone in her right hand. She is looking towards the camera. The background is a blurred outdoor scene with trees and other people, suggesting a public space or a busy street. The text is overlaid on the image, with some words in red and some in white.

There is a channel that **works**  
**on mobile**, matches our **short**  
**attention span**, is **global**,  
**engaging** and integrates into  
**Engaging Networks.**

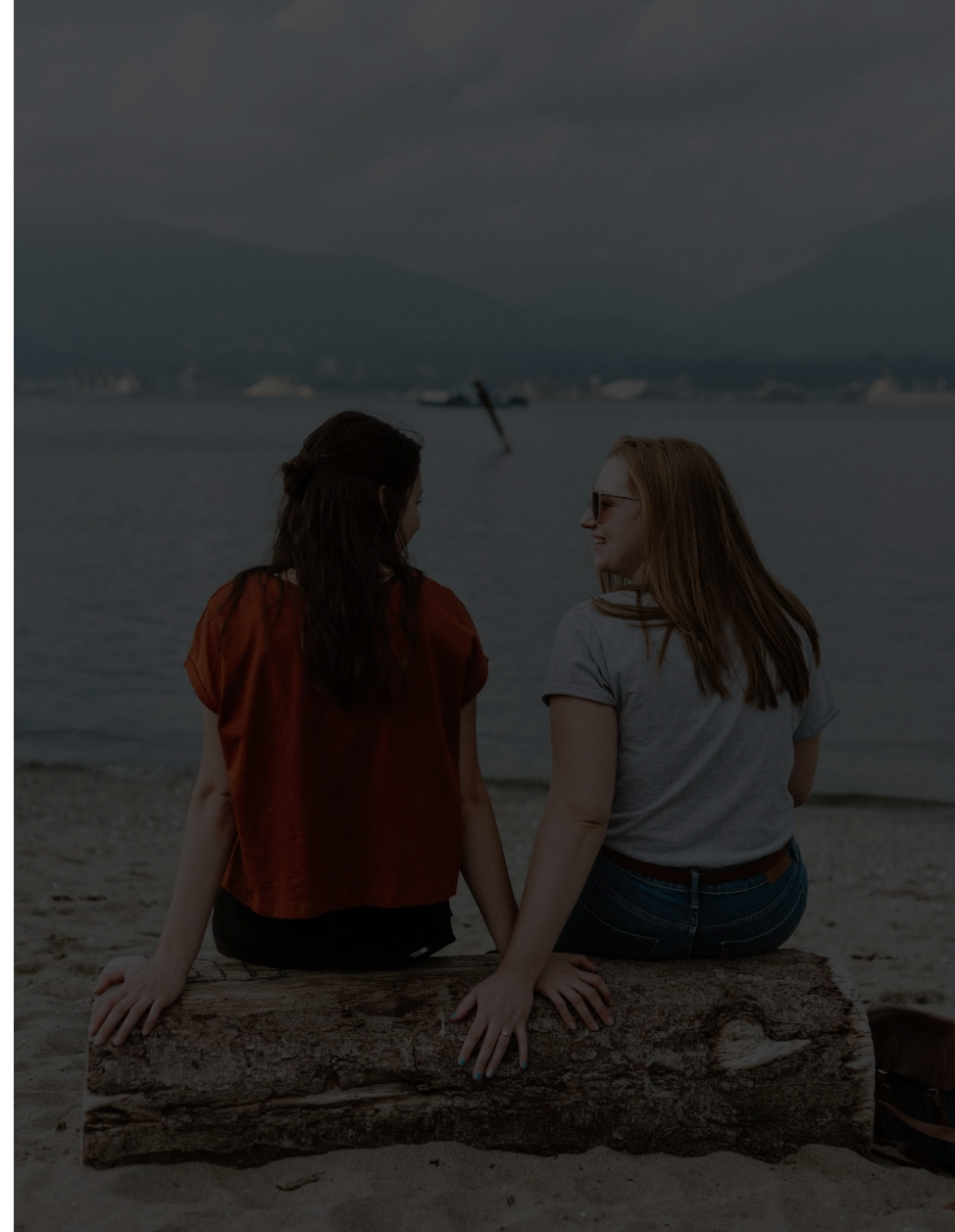


# The super power is response

Outgoing messages are like email

Response can actually be more valuable

Incoming messages include data like webforms or new untapped emotional information



A Paralympic cyclist in a red and blue United Kingdom kit is celebrating victory on a track, with arms raised in triumph. Another cyclist is visible in the background, also on the track. The background features yellow and black checkered barriers and a banner that reads "INVICTUS GAMES".

The future is still to be won.

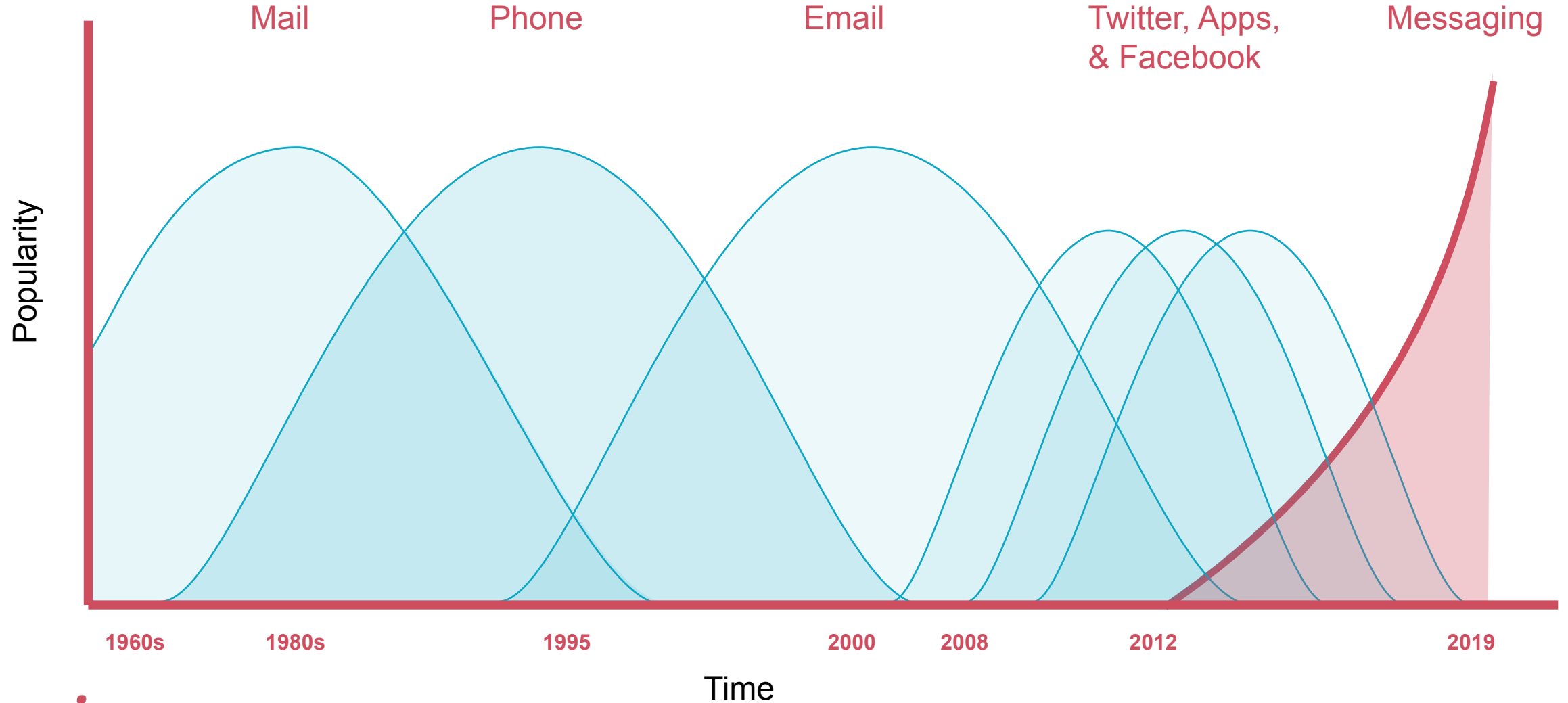
A large, irregular red ink splatter or blotch occupies the left side of the image, extending from the top left towards the center. It has a textured, painterly appearance with some darker red areas and lighter, more translucent edges. The rest of the background is white.

Non-profits  
own  
messaging.

Believe in Long Term  
Ideas and Issues  
People Give a Sh\*t



# The World is Changing



A black and white photograph of a woman with short, dark hair, looking directly at the camera with a skeptical or questioning expression. She is wearing a dark top with a white lace collar. Her right hand is raised, showing a ring on her ring finger and a watch on her wrist. The background is dark and out of focus.

**Chatbots?**



**SMS: Build, Engage and  
Activate your owned list of  
subscribers.**



A group of five diverse people (three men and two women) are standing together, all looking down at their smartphones. They are dressed in casual business attire. The background is a plain, light-colored wall. The image has a dark, semi-transparent overlay, and the text is centered over the group.

Focus on **more people** and  
**more action.**



# More People = More Response



Follow

Launching Obama Mobile text messaging; text 'GO' to OBAMA (62262) to get a free

## BREAKING

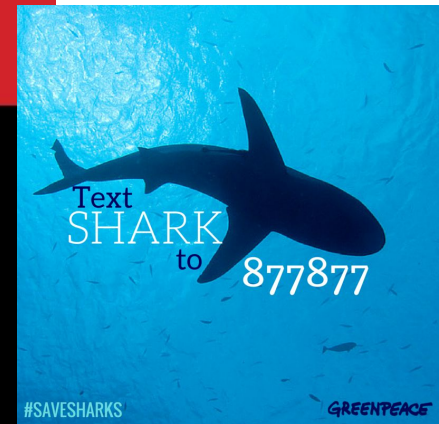
DONALD TRUMP ANNOUNCES BAN ON  
TRANSGENDER TROOPS INCLUDING  
15,000 ACTIVELY SERVING

TEXT **OUR TROOPS** TO **30644**



HUMAN  
RIGHTS  
CAMPAIGN

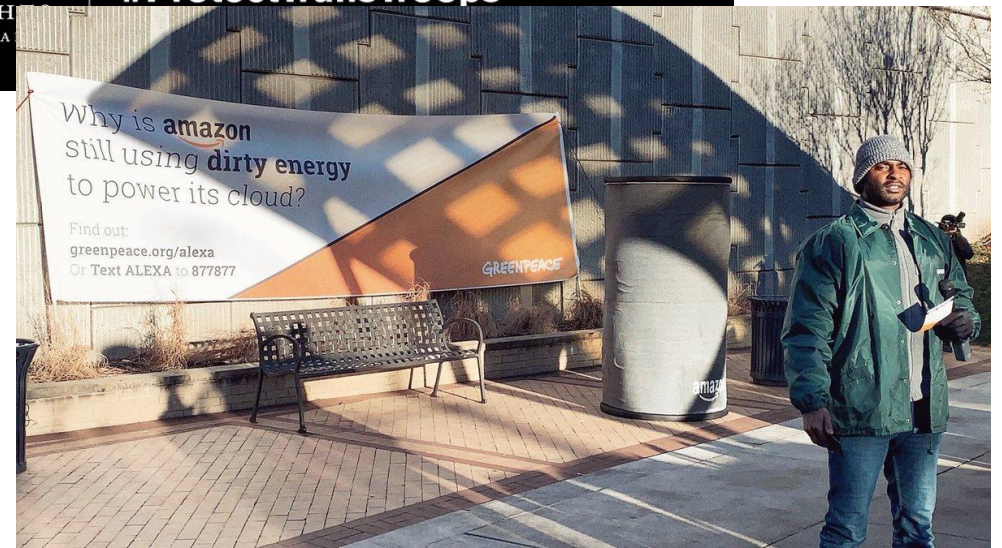
#ProtectTransTroops



Your Contribution Matched  
DOLLAR FOR DOLLAR

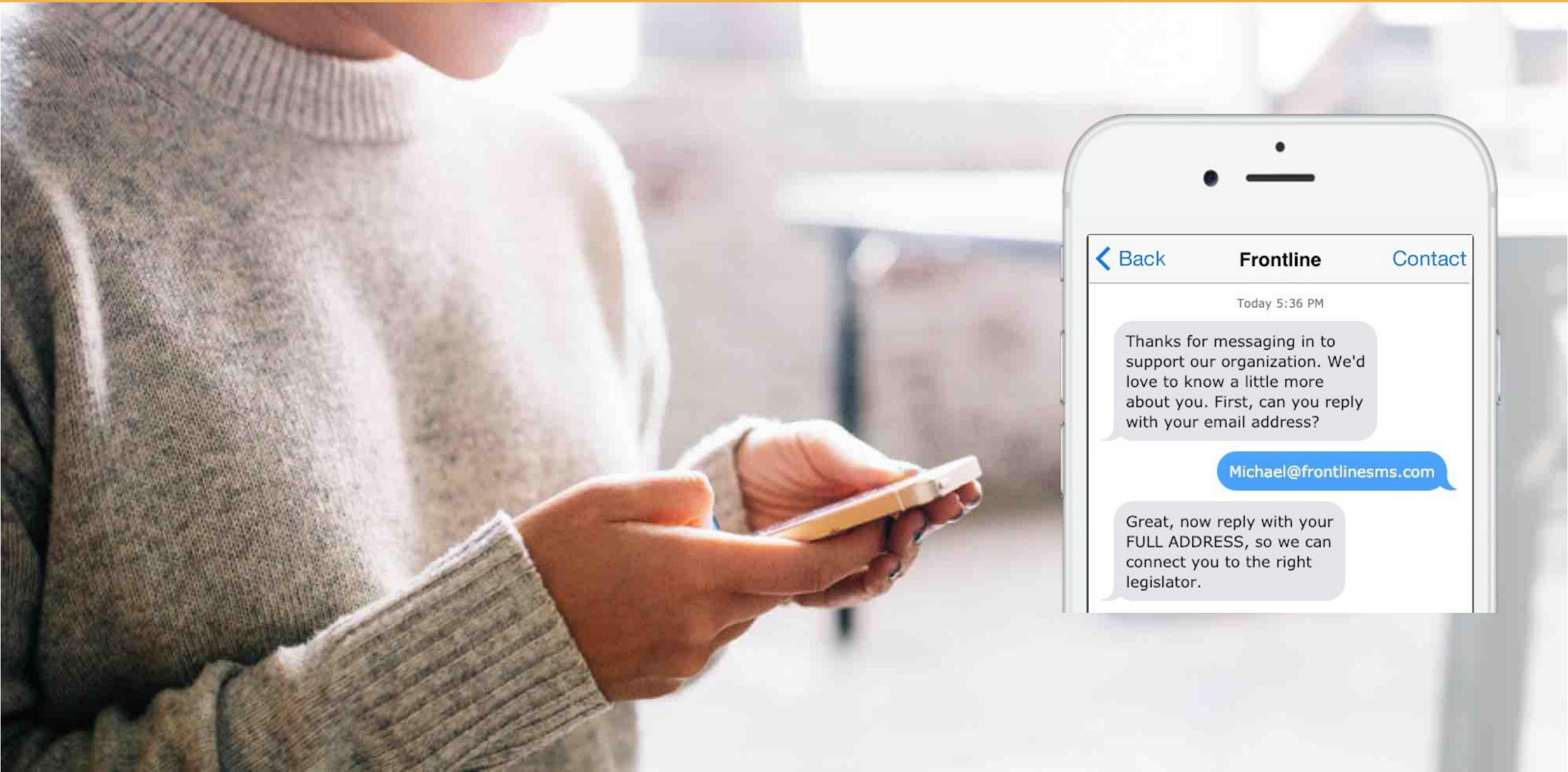
Text MATCH to 69866

 **RADIOLAB**





# More People = More Response



[Back](#) **Frontline** [Contact](#)

Today 5:36 PM

Thanks for messaging in to support our organization. We'd love to know a little more about you. First, can you reply with your email address?

Michael@frontlinesms.com

Great, now reply with your FULL ADDRESS, so we can connect you to the right legislator.

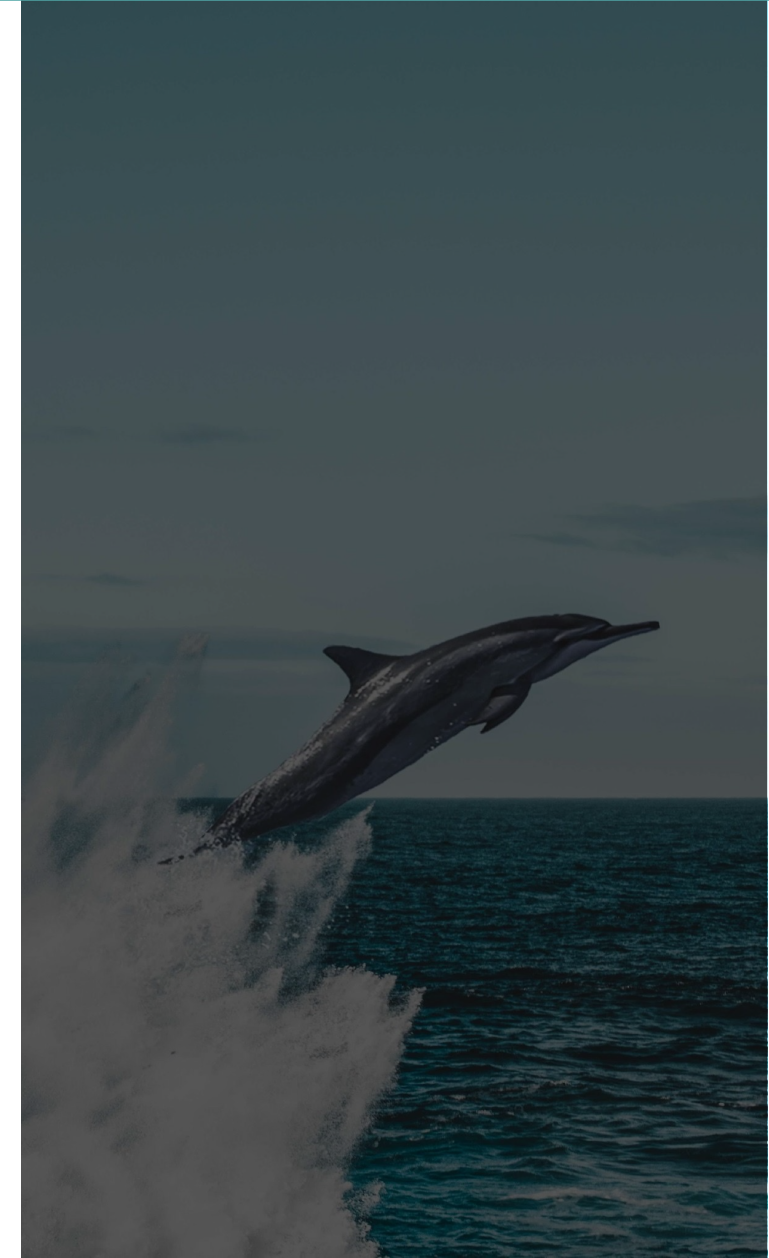
# More People

## Shedd Aquarium

Launched a TV campaign with the goal of acquiring new fundraising leads.

They made two versions of the same commercial. One version promoted a unique URL for signup, the other version promoted a text call to action – “Text SHEDD to 12345”

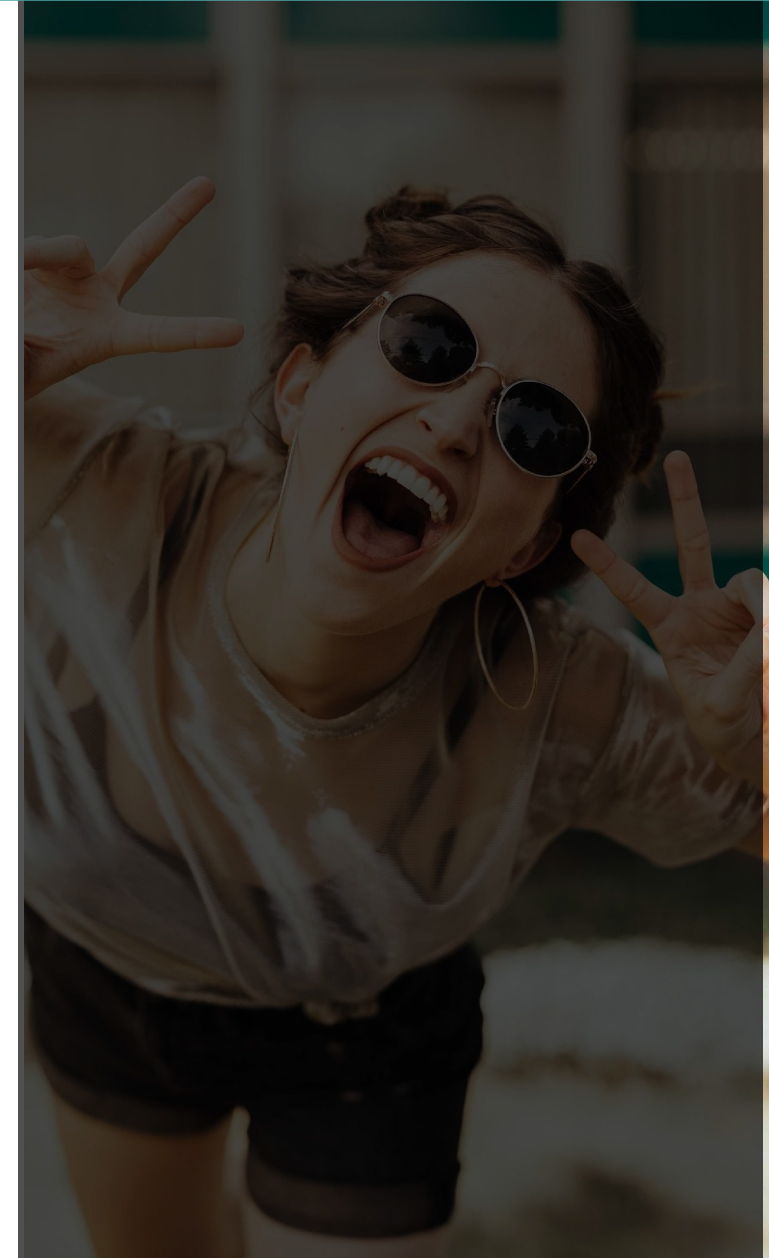
They collected 325% more emails per dollar spent via SMS.



# But...

The best way to build an SMS list is through your website.

If you are doing TV, Radio, Print, PR, Podcasts, Live Events or Outdoor – the best response will come from SMS.



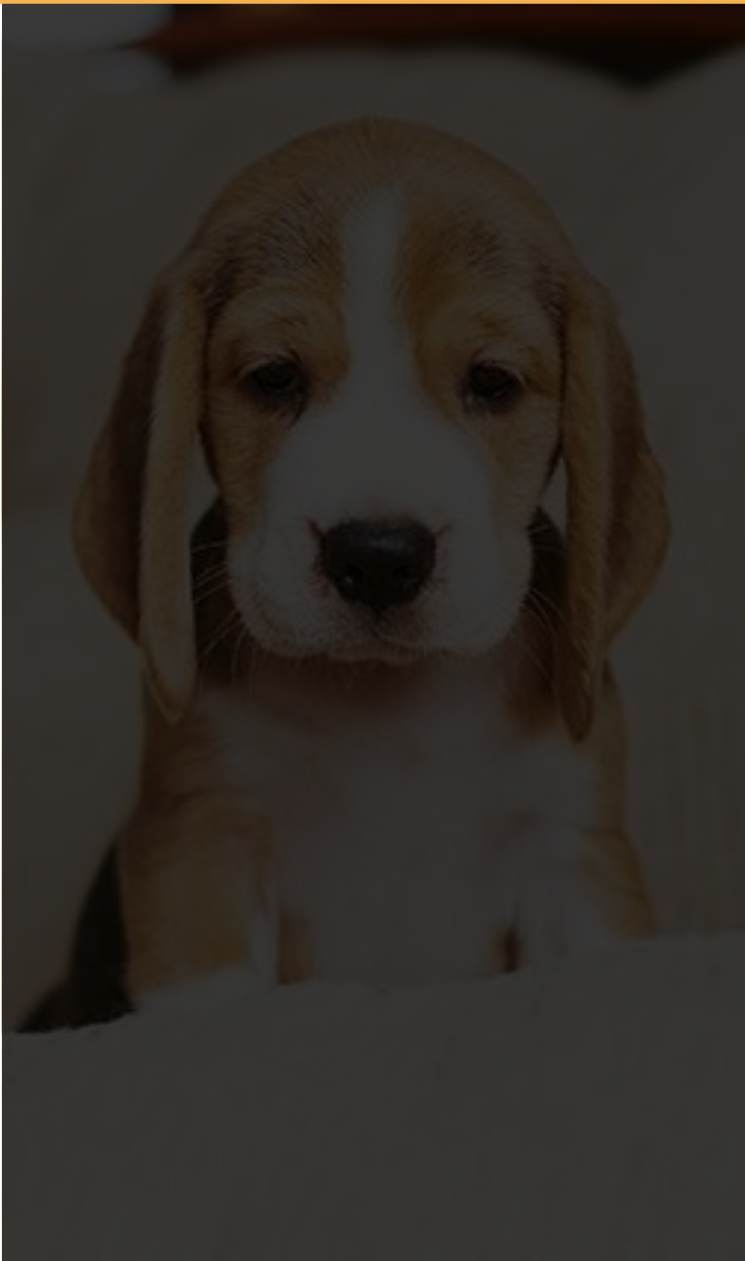


# More Action

A dark, atmospheric photograph of a rocket launch at night. The rocket is positioned vertically in the center-left, with a bright white plume of smoke and fire trailing from its base. To the right, a massive, billowing cloud of white smoke rises into the dark sky. In the background, a tall, slender water tower is visible. The foreground shows a body of water reflecting the light from the launch, and some dark foliage is visible on the left and right edges.

It's not rocket science. More people see your message, more people do what the message asks.

# More Action



## Humane Society

HSUS has an SMS subscription list that they engage with throughout the year.

On New Years Eve they texted people and emailed them asking for an end of year gift.

People that received a text message and an email were 77% more likely to make a gift, compared to people that only received an email.



# Results

THIS IS  
THE SIGN  
YOU'VE BEEN  
LOOKING FOR



# SMS Results

## Fearless Mobile Strategies

Direct mail fundraising campaigns.

Some supporters receive a peer to peer text message including a picture of the direct mail solicitation

Supporters that receive a text message reminder are 38% more likely to respond to the direct mail campaign.





# SMS Results



## Obama 2012

Group A: Opted in to SMS & email and have a credit card saved on file. Group B: Only opted in to email, no saved credit card.

The campaign text supporters asking for a donation. The user replies with a donation amount and the credit card is automatically charged.

Supporters are 8,000% more likely to reply to donated, compared to donating through email.



# SMS Results

## Human Rights Campaign

Supporters that are messaging + email subscribers are 325% more likely to donate compared to email – only supporters.



# SMS Results

## Two-Step Donations

Small PSMS Donation

Followup on the phone and get a monthly recurring donation.

Speak to 40% of responders

15-25% of conversations convert to monthly donors.



# What else?

## Mobile Donations: PSMS

Fast, frictionless donations

Donation added to phone bill

Small donation amounts

No data, no communications



A photograph of two people in red American Red Cross shirts hugging amidst the rubble of a destroyed building. The American Red Cross logo is in the top right corner. The text 'Hurricane Harvey' is overlaid in large white letters. Below the photo, a red banner contains the text: 'Text **HARVEY** to **90999** to donate \$10 to support Hurricane Harvey relief efforts'.



A vertical advertisement for malaria relief. At the top, a mosquito is shown with the word 'POVERTY' written vertically next to it. Below the mosquito, the text reads: 'MALARIA KILLS A CHILD EVERY 45 SECONDS'. This is followed by the text: 'Text £3. Send a net. Save a life.' Below this, a small photo of a young child is shown. At the bottom, the text reads: 'TEXT **NET** TO **81400** TO GIVE £3 TODAY'. The Christian Aid logo is in the bottom right corner. Small text at the very bottom provides details about the charity and its registration.



# What Else?



## Peer to Peer Messaging

Automated SMS requires opt-in. What if the messaging isn't automated?

1-on-1, human to human conversations

Can it scale?

Are we sure it's legal?

# What's New?



## Transactions in Messaging

Credit card is saved or subscription connected to profile.

User can respond to trigger a transaction.  
This is one way to close the loop!

# What's New?

# Sentiment Analysis

Incoming messages are new data.  
More personal and emotional than  
demographic data  
Can we understand how a donor  
talks, and look for more?





# Getting Started & FAQs

You'll need a phone number to send and receive texts.

Opt-in is required.

Focus on the supporter – treat SMS like multi-channel.

Start small and test.





**Thanks!**

**Sam Louk &  
Michael Sabat**