



Anatomy of a Text Message

What is a Text Message?

- 160-character alphanumeric message
 - Includes letters (upper- and lowercase)
 - Numbers and symbols (1, 2, 3, !, #, \$)
 - Spaces
- Also known as a Short Message Service (SMS)

Text Message Components

1. Name of the Company
 - Identifies the source of the text message
2. Compelling Offer / Message
 - a) Identify what people will get in exchange for their phone number/email
 - b) Links to Websites (landing pages with offers, coupons) if needed
 - Short versions (bit.ly) conserve characters
 - c) If this is a subscription, let them know there will be future text messages sent to them and how many max per month.

3. Terms and Conditions/Privacy Policy

- a) If they're opting in to a subscription (ongoing messages), provide a link to Terms of Use or Privacy Policy.
- b) This info can also be on the website you link them to.

4. Opt Out Instructions – MANDATORY!

Examples:

- Reply STOP 2end
- Text STOP to end

5. Msg&Data Rates May Apply

Text Message Example

Scotty's Pizza: 2for1 Deep Dish Pizza Coupon. Exp 4-30-11.

Watch for future coupons.

Reply STOP 2end. Msg&Data Rates May Apply. See Terms at bit.ly/xxxxxx

Text Message Summary

- Name of the Company
- Compelling offer
- Terms and Conditions, if subscription
- Opt Out instructions – Mandatory!
- Msg&Data Rates May Apply