

# CRM and SMS Marketing

## *CHECK LIST*

- PLAN YOUR CRM AND SMS MARKETING AS WITH OTHER CHANNELS.
- USE AN EXPERT TO DESIGN A GOOD CRM TEMPLATE.
- OR ALTERNATIVELY, FIND A GOOD TOOL TO HELP YOU DO DESIGN.
- USE DIGITAL TOOLS TO HELP YOU TRACK AND ANALYZE YOUR DATA.
- FIND EXTRA WAYS TO GET SIGN-UPS, FOR EXAMPLE PARTNER APPS.
- POST REGULARLY IN SMALL BITE-SIZED PIECES OF CONTENT.
- REFRAIN FROM POSTING TOO MUCH OR UNSUBSCRIBES GO UP.
- DOUBLE-CHECK EVERYTHING BEFORE IT'S SENT OUT (I.E. LINKS).
- EXPLORE THE RIGHT MIXTURE OF SELLING AND SIMPLE CONTENT.
- AIM TO GET ENOUGH SUBSCRIBES FOR LIST SEGMENTATION.
- USE SMS FOR SPECIAL OFFERS, AND TRIAL OTHER WAYS OF USING IT
- REMEMBER TO GIVE PEOPLE THE CHANCE TO OPT OUT OR  
UNSUBSCRIBE.