

TISA Bulk SMS: SMS Campaign Playbook for 2025

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1. SMS Campaign Playbook

Follow these steps to create high-impact one-way SMS campaigns.

1. **Set a Goal:** Increase sales, bookings, or event attendance.
2. **Segment Your Audience:** Group by behavior, location, or industry (e.g., restaurants, healthcare).
3. **Write Clear Texts:** Create short messages with link-based CTAs.
4. **Schedule Smartly:** Send during active hours (e.g., restaurants: noon; B2B: mornings).
5. **A/B Test:** Compare offers or CTAs to find what works.
6. **Track Results:** Monitor delivery, clicks, conversions, and opt-outs with TISA's tools.
7. **Follow Up:** Send automated thank-you or reminder texts.