

# TISA Bulk SMS: SMS Marketing Best Practices for 2025

Maximize your one-way SMS campaigns for retail, restaurants, healthcare, and more. Start now: [tisasms.com/signup](https://tisasms.com/signup)

## 1. SMS Marketing Best Practices

Ensure your one-way SMS campaigns are effective and compliant.

- **Get Consent:** Collect opt-ins via forms or keywords (e.g., “Text TISA to 12345”). Keep records.
- **Stay Short:** Keep texts under 160 characters for clarity.
- **Time It Right:** Send between 10 AM–6 PM in your audience’s time zone.
- **Use Clear CTAs:** Include “Tap to Shop,” “Book Now,” or “View Details.”
- **Personalize:** Use names, purchase history, or location for relevance.
- **Add Unsubscribe Links:** Include “To unsubscribe, tap: [unsubscribe link]” for TCPA/GDPR compliance.
- **Test Campaigns:** A/B test offers or CTAs to improve results.
- **Use 2025 Trends:** Leverage TISA’s AI-driven targeting for personalized texts.