

SMS Best Practices for SaaS Customer Retention

*This is an extra resource to go along with the original article:
[How to Use SMS to Retain SaaS Customers](#)*

Follow these best practices when using SMS messages as part of your customer retention strategy.

1. Always ask for permission before sending SMS messages.
2. Segment your SMS list so that you can create more personalized content.
3. Send SMS messages during regular business hours. Don't send at odd hours, especially during the evening hours when a customer may be asleep and your text message could wake them. Take into account multiple time zones.
4. Do A/B tests with your SMS so that you know which content resonates more with your target audience.
5. Offer an easy way for your users to opt-out.
6. Never send spam messages or anything that won't offer immediate value to your customer.
7. Don't send too many text messages to your list. Limit your texts to once a week.
8. End each marketing SMS message with a call to action that asks the customer to do something (i.e. log into their account, reply to the text message).

9. Use text messages to remind your customers when it's time to renew and/ or update their billing.
10. Avoid using shorthand or abbreviations. Use clear language to reduce confusion.
11. Provide exclusive content in your SMS that you don't offer in other forms, such as email or blog.
12. Keep your messages short and sweet. You have 160 characters. Respect that limit whenever possible and avoid sending multiple texts.
13. Foster a sense of urgency in your text. SMS is used for immediate action.