

Text Like a Pro:

8 Simple Rules for SMS & WhatsApp Marketing

**From opt-ins to emojis—
simple tips to win hearts,
clicks, and conversions**



Ask Before You Text

Get permission first, because nobody likes surprise messages.



Make It Personal

Names, history, favorite products. Show them you remember.



Keep It Snappy

Short, sweet, and straight to the point wins every time.



Text at the Right Time

Timing is everything—don't be the message that wakes them up.



Tell Them What to Do Next

Click, buy, reply—give them a clear next step.



Add Some Flair

GIFs, images, audio—spice it up with rich content on WhatsApp



Check What's Working

Track opens, clicks, replies—and tweak for better results.



Play by the Rules

Stay compliant and keep your messages welcome, not spammy.

Why Focus on SMS & WhatsApp?



High Open Rates

SMS messages boast a 98% open rate, significantly higher than email.



Rapid Engagement

90% of SMS messages are read within 3 minutes of receipt.



Customer Preference

66% of consumers prefer mobile messaging for contacting businesses.



WhatsApp Popularity

With over 2 billion users globally, WhatsApp offers a vast platform for customer engagement.

By embracing these best practices, businesses can harness the power of SMS and WhatsApp to foster stronger customer relationships, enhance engagement, and drive sales.

For more information, contact us at hello-cpaas@8x8.com or visit cpaas.8x8.com

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