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Top 5 Tips for Crafting SMS and WhatsApp Campaigns That Drive Customer Loyalty

Build meaningful connections with campaigns that drive engagement and retention.



Why SMS and WhatsApp Are Essential for Customer Loyalty

Mobile devices have become the cornerstone of how businesses and customers interact. In a world where [3.5 billion people](#) use mobile messaging apps, platforms like SMS and WhatsApp are more relevant than ever. With SMS boasting a [98% open rate](#), compared to just 20% for email, and WhatsApp connecting with over [2 billion users globally](#), the opportunity for brands to [engage with their audience](#) is immense.

The key to standing out in this landscape? Crafting timely, personalised, and engaging [messaging campaigns](#) that resonate. Companies like [Nike](#) and [Sephora](#) have already shown how impactful SMS and WhatsApp can be when integrated into loyalty strategies. This e-book provides actionable tips to help your business achieve the same results.

Tip 1: Personalise Every Message

Why It Works

- Personalised messages achieve **42% higher engagement** compared to generic ones.
- **91% of consumers** prefer shopping with brands offering tailored recommendations.
- **78% of users** say personalised offers enhance their shopping experience.

Personalisation isn't just a nice-to-have; it's a must-have in building customer loyalty. **Tailored messaging** ensures customers feel seen and valued, driving repeat engagement.



How to Personalise Messages Effectively



Behaviour-Based Messaging

Analyse customer behaviour, such as browsing history or purchase patterns, to recommend relevant products or services.

Example: A clothing retailer recommends seasonal outfits based on previous purchases.



Event-Driven Promotions

Celebrate key moments like birthdays or anniversaries with exclusive discounts.

Example: A hotel chain offers returning guests discounted stays for their anniversary.



Location-Based Personalisation

Deliver deals relevant to a customer's location, enhancing convenience and local appeal.

Example: A restaurant shares special offers with customers within its delivery radius.

Tip 2: Personalise Every Message for Maximum Impact

Why It Works

- **90% of SMS messages** are read within three minutes, making them ideal for time-sensitive offers.
- Campaigns scheduled based on customer activity see a **27% higher conversion rate**.
- **63% of users** prefer receiving messages outside regular business hours.

The success of your campaign doesn't just depend on what you say but also when you say it. Timing ensures your message gets the attention it deserves.



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Tip 3: Provide Value-Added Content

Why It Works

- 66% of consumers expect value-added content from the brands they interact with.
- Exclusive offers and reminders foster trust, improving customer loyalty.
- Value-added campaigns can boost transaction volume by 48%.



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How to Add Value Through Content



Exclusive Offers

Make customers feel special by offering deals only available through SMS or WhatsApp.

Example: A retailer shares early access to a limited-time sale.



Rich Media Engagement

Use images, GIFs, or videos to create engaging WhatsApp campaigns.

Example: A beauty brand demonstrates makeup techniques through short tutorial videos.



Educational Content

Go beyond selling by offering useful advice or industry insights.

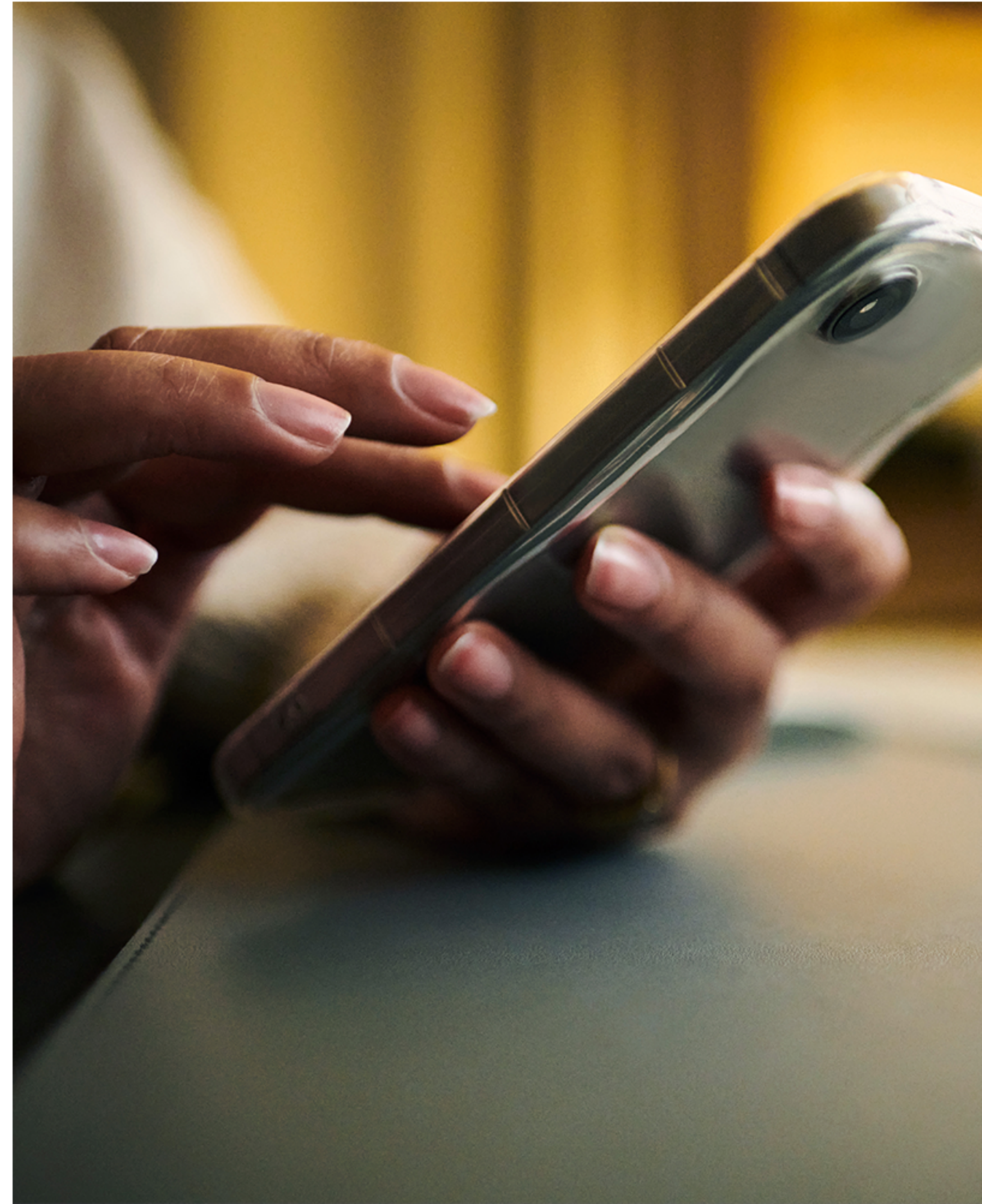
Example: A fitness app sends nutrition tips along with weekly workout challenges.

Tip 4: Use Automation to Streamline Campaigns

Why It Works

- Automation delivers 20% higher engagement by sending messages at the right time.
- Businesses using automation report a 75% increase in response rates.

Automation reduces manual effort and ensures consistency, allowing businesses to focus on strategy rather than repetitive tasks.



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How to Effectively Implement Automation



Automated Campaign Flows

Develop workflows for post-purchase updates or abandoned cart reminders.



Trigger-Based Messaging

Send targeted messages based on specific customer actions, such as browsing or app activity.



Omnichannel Integration

Automate customer communications by ensuring messages are delivered seamlessly across multiple preferred platforms in real time.

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Tip 5: Leverage Data Analytics to Refine Campaigns

Why It Works

- Campaigns informed by analytics see 30% higher engagement rates.
- Data-driven segmentation improves targeting accuracy, boosting ROI.



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How to Use Data Analytics



Customer Segmentation

Use insights to create personalised groupings.



A/B Testing

Identify the best-performing messaging strategies.



Performance Metrics

Track open rates, clicks, and conversions to refine campaigns.

How 8x8 Solutions Can Revolutionise Your Messaging Campaign

Messaging API: Connect With Customers Effortlessly

- Engage customers effortlessly across popular messaging channels such as WhatsApp, Viber, Zalo, and LINE, all from a single platform.
- Reach your audience where they are most active, enhancing customer engagement and satisfaction.

8x8 Connect: Lay Foundations for Long-Term Customer Retention

- A no-code, omnichannel communications management tool for SMS, messaging apps, and voice campaigns, with features including message automation and real-time analytics.
- Tailor personalised messaging strategies for customers on their preferred platforms.
- Glean insights from past interaction data to deliver targeted experiences that resonate with customers.

8x8 Number Lookup API: Precision Targeting for Effective Messaging Strategies

- Optimise your campaigns by targeting the right customers in the right places.
- Track and identify customer contact numbers to remove redundant, outdated, or irrelevant details.
- Streamline your customer database, ensuring that your outreach efforts are effective and efficient.

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Elevate Your Messaging Strategy with 8x8

Key Takeaways

- Personalisation, timing, value-driven content, automation, and analytics are the key ingredients for successful loyalty-building campaigns.
- These strategies can create deeper, more meaningful customer connections that go beyond transactions.
- 8x8's advanced solutions provide the tools to optimise your communications, ensuring your messaging strategies translate into exceptional customer experiences.

Elevate your messaging strategy with 8x8 communication solutions to deliver superior customer experiences that fuel growth and drive loyalty.

