

SMS Marketing Trends

Revolutionizing Engagement in 2024

Text marketing continues to be a potent tool for customer engagement in 2024, offering businesses a direct channel for customer interactions. With the integration of cutting-edge technologies, text marketing has emerged as a dynamic gateway to personalized, context-aware interactions. Let's explore the SMS trends and strategies driving business success this year.

1. SMS powered by AI

Artificial Intelligence (AI) is becoming more powerful, enabling businesses to analyze vast amounts of data without compromising speed and accuracy. According to a Forbes survey, **46% of businesses use AI** to enhance customer relationships. With recent updates from Google and Open AI about the advanced capabilities of AI, it is apparent that the possibilities for innovation are limitless. Here's how you can use AI with your SMS campaigns for **conversational engagement** –

Craft hyper-targeted messages: Leverage customer data and send messages that resonate on a personal level. Consider using purchase history or past conversations to make the interactions feel more relevant.

Optimize for engagement: AI allows you to draw valuable insights from your interactions, optimizing your messages for higher engagement rates.

Segment with ease: AI enables effortless segmentation, ensuring you reach specific age groups, locations, or genders with relevant offers. You can create audience segments based on demographics or interests for your SMS marketing campaigns.

2. Texting with 10DLC

A2P 10 Digit Long Code (10DLC) is a revolutionary system in the US

designed for businesses to send Application-to-Person (A2P) messages through local 10-digit long code numbers. Unlike short codes, which can seem impersonal and are frequently associated with spam, 10DLC allows businesses to use familiar local numbers for customer communications. **42% of users** say they receive spam from businesses they have never contacted before. 10DLC enhances the credibility and trustworthiness of the messages, significantly improving customer engagement and fostering stronger relationships.

The high deliverability rates and adherence to carrier regulations make 10DLC an excellent way to connect with customers. Businesses can use 10DLC for **SMS verification**, account notification, customer care, delivery updates, fraud alerts, and promotional messages for sales and exclusive offers.



The **mobile business messaging market** revenues will increase to **\$78 billion** by 2027.

- Juniper Research



3. Gen Z and Texting

Gen Z represents over **\$450 billion in spending power worldwide** and is estimated to comprise about 27% of the workforce by 2025. Remarkably, the digital native generation can significantly influence the purchasing decisions of others, making them a key segment to focus on for business growth.

Gen Z increased their **phone usage by 82 percent in 2023**, underscoring text marketing as a highly effective way to reach them. Moreover, a 2022 survey of US consumers revealed that **44 percent of Gen Z users liked being contacted by brands via text messages**.

To effectively engage Gen Z, embrace text marketing strategies that seamlessly blend authenticity and relevance. Use emojis and adopt a casual yet brand-aligned tone to create an instant connection and take advantage of this demographic's spending power.

4. Geo-targeted SMS

Global brands are implementing text marketing campaigns tailored to specific regions for increased engagement. Geo-targeting allows brands to address the unique needs and preferences of different geographical areas, making SMS campaigns more impactful. Government institutions can use SMS to send emergency notifications and alerts to customers in specific regions, such as service outages, safety alerts, or weather-related updates.

Brands can collect feedback from customers about products or services in specific regions, helping them assess the effectiveness of their offerings and identify opportunities for improvement. For example, a fast-food restaurant chain can use geo-targeted SMS surveys to gather feedback about new menu items or local store experiences. International brands can promote local store openings and regional sales events. Moreover, brands can promote local events such as marathons, in-person workshops, or concerts in a particular region.

5. Action Through Communication

Businesses can go beyond simple notifications and use interactive messaging, prompting users to take immediate action. For example, a dental clinic can send a text reminder of an upcoming

appointment, along with a link to reschedule or confirm the appointment directly through SMS. A hotel can send a follow-up text after a customer's stay, asking them to rate their experience and leave a review. Event organizers can send out invitations to an upcoming event, allowing recipients to RSVP directly through text message.

6. Streamlining Through Integration

Gone are the days of siloed systems that led to fragmented customer experiences. By seamlessly integrating SMS with your existing business tools and platforms, you can unlock new levels of automation and productivity. For example, an e-commerce business can automatically trigger order confirmation messages when a purchase is made on the website, delighting customers. Similarly, you can set up payment reminders for overdue accounts through invoicing software, minimizing cash flow disruptions.

Integration with CRM software allows you to customize an automated text message, ensuring customers receive the most relevant information and are immediately connected with the right sales personnel or expert. This helps optimize workflows and enhance customer interactions, laying the foundation for a long-lasting partnership.

Text Marketing Strategies That Drive Results in 2024

Personalize to Maximize Impact

Mass marketing messages and impersonal interactions can lead to communication fatigue. By customizing your SMS campaigns to individual needs, you can ensure your customers receive relevant communication. From addressing customers by name to delivering tailored content based on their unique preferences, personalized

SMS messages can deliver exceptional results in grabbing attention and driving meaningful action.

Prioritize Compliance and Privacy

Customer trust is paramount, and businesses that adhere to compliance and privacy standards not only mitigate legal risks but also cultivate a reputation for ethical and responsible business practices. With the focus on protecting consumer data intensifying, by strictly following regulations such as the General Data Protection Regulation (GDPR) and the California Consumer Privacy Act (CCPA), you can foster trust and improve brand perception.

Obtain explicit consent and be transparent about data collection practices. Offer easily accessible opt-out options and implement robust measures to ensure that data is protected from security breaches. By working with a **reputed SMS API provider like Kaleyra** with complete verification systems (such as Kaleyra Verify), you can effectively safeguard against fraudulent activities.

Embrace Sustainability in SMS Campaigns

Modern businesses recognize the importance of eco-friendly messaging to show their commitment to environmental responsibility. By promoting paperless billing, encouraging participation in recycling initiatives, and showcasing your eco-conscious offerings, you can show your dedication to improving environmental health and empowering customers to make sustainable choices.

Improve with Metrics-Driven Optimization

The success of SMS marketing campaigns hinges on your ability to continuously measure, analyze, and optimize campaigns based on tangible metrics. Take a data-driven approach with **SMS delivery reports** and continuously track key performance indicators (KPIs) such as open rates, click-through rates, conversion rates, customer satisfaction scores, and other engagement metrics. For example, by

monitoring conversion data, you can fine-tune your messaging and include compelling calls-to-action that resonate with your target audience to boost conversions.

Text marketing has evolved into a powerful tool for businesses aiming to create personalized, interactive, and sustainable experiences. By staying on top of the latest SMS trends and strategies, you can connect with customers meaningfully and widen your reach via an easily accessible channel.