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E-mail and SMS in one campaign: reaching the customers who do not open the e-mail

SEO & Marketing

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E-mail and SMS in one campaign: reaching the customers who do not open the e-mail

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The short answer: because e-mail and SMS use **the same contacts and groups**, a campaign can also go by **SMS Marketing** to the people who do not open the e-mail. The e-mail carries the full message, with images and a button; the SMS is the short reminder read on the screen without opening anything.

What each channel does best

	E-mail	SMS
Room	Text, images, several blocks and a button.	One short message.
How it is read	When the person opens their mailbox.	On the phone screen, even without internet.
For	Showing the product, explaining the offer.	Reminding of the deadline, pointing at the essentials.
Cost	Per e-mail sent.	Per SMS part, in credits.

A campaign in two steps

1. **Send the e-mail to the group** with the full offer.
2. **Wait a day or two** and look in the report at who opened and who clicked.
3. **Send a short SMS to those who did not open**, with the essentials and the page address, for example «Last days of our seasonal discount. See our website.»

4 **Do not send the SMS to people who already clicked or bought.** Repeating yourself to people who answered wears them out.

Each channel needs its own consent.
Agreeing to e-mails is not agreeing to promotional SMS, or the other way round. SMS senders with a name do not receive replies: the way to opt out of SMS has to be written in the message.

Which channel for which message?
The full comparison is in **WhatsApp, e-mail or SMS**.

RECOMMENDED

Want to send e-mail campaigns to your customers? Tell us how many e-mails you send a month and we will prepare a proposal.

Talk to us →

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- One contact list for SMS and e-mail: using your SMS Center groups in e-mail campaigns →
- Reading an e-mail campaign report: sent, opens, clicks, top links and unsubscribes →
- E-mail campaign segments: sending only to the customers of a city or a product →
- WhatsApp, e-mail or SMS: advantages, disadvantages, risks and who each is for →

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