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How to plan an SMS marketing campaign: list, message, cost and timing

SEO & Marketing

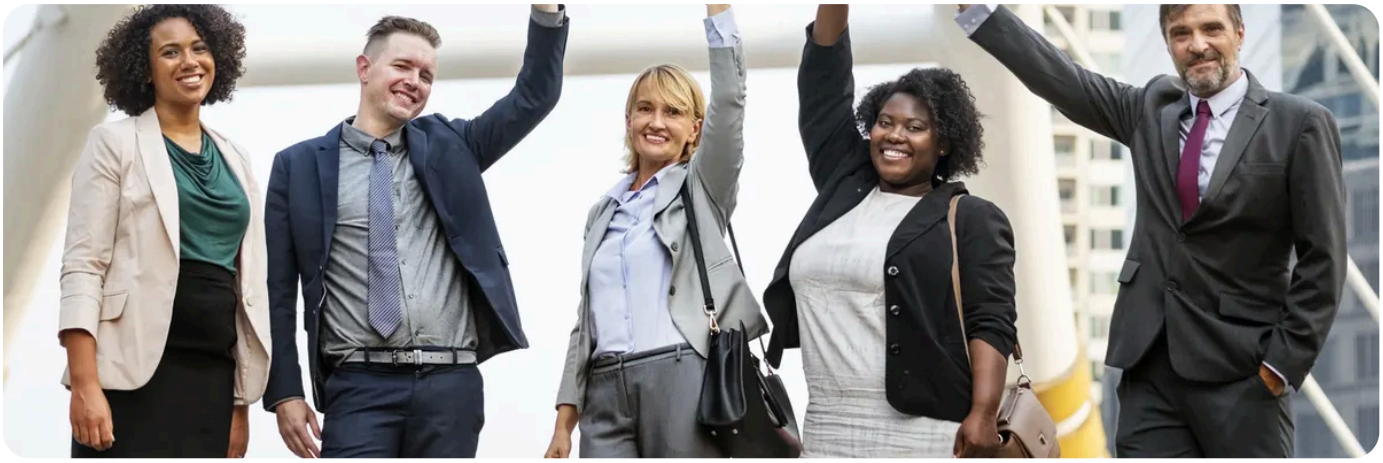
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How to plan an SMS marketing campaign: list, message, cost and timing

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The short answer: an SMS campaign comes down to four decisions: **who** (only contacts who agreed to receive messages), **what** (one offer, a deadline, who is sending and how to stop receiving), **how much** (recipients times parts gives the credits) and **when** (the day and time the customer can act). In My MozOut, “New campaign” takes you through it step by step and shows the estimated cost before you confirm.

1. The list

Start with the right group, not every contact you have. A school supplies campaign goes to parents, a weekend offer to people who have bought before. Before you send, check three things:

1. **Everyone agreed to receive promotions.** Someone who gave their number only for a delivery stays out. See **who you may send to and how to let people opt out**.

2. **Anyone who asked to leave is no longer there.** Watch out when importing an old list: it can bring back people who left.

3. **The numbers are in Mozambique or Angola.** The service only sends to these two countries.

2. The message

One goal per message. The benefit first, the deadline next, and a way to use the offer. End with your company name and a contact for opting out, written in the message, because named senders cannot receive replies. In the examples, the parts in square brackets, such as [COMPANY], [PHONE] or [DATE], are there for you to replace with your own details before sending.

Goal	Message
Discount with a deadline	[COMPANY]: 20% off all shoes until Sunday. Show this SMS at the till. Rather not receive these? Call [PHONE].
Something new	[COMPANY]: the new collection is in. See it at [WEBSITE] or visit us at [ADDRESS]. Leave the list: [E-MAIL].
Event	[COMPANY] invites you: wine tasting Friday at 6pm, free entry. Limited places, book on [PHONE]. Leave the list: [E-MAIL].
Lapsed customers	Hi Ana, we have not seen you for a while. This week haircuts are 15% off. [COMPANY]. Bookings or to leave the list: [PHONE].
Festive season	[COMPANY]: year-end hampers from [AMOUNT]. Order by [DATE] at [WEBSITE]. To stop receiving these: [PHONE].
Code to measure results	[COMPANY]: say the code FESTA at the till and get 2 for 1 until Saturday. Leave the list: [PHONE].

No time to write?
The SMS page has ready-made templates, and the AI drafts a message from what you want to say. Always review it before sending.

3. The cost

The sum is simple: **number of recipients × parts per message = credits**. A message with accents such as ã, ç or á fits fewer characters per part; see **how many credits an SMS uses**.

Recipients	Parts	Credits
500	1	500
2,000	1	2,000
2,000	2	4,000
10,000	1	10,000

Credits are bought from 1,000 upwards, and the whole quantity is charged at the price of the tier it falls in. So before buying for a large campaign, check the tier: a quantity just above a tier limit can cost less in total than the quantity just below it. The details are in **SMS credits and price tiers**.

4. The timing

Send when the customer can act: in the morning for a same-day offer, on Thursday or Friday for the weekend, a few hours before lunch for a restaurant. Working days and business hours, never at night. At the last step you choose to send now or set a date and time; a date that has already passed sends the campaign straight away. There is a daily sending limit per account: with a very large list, keep that in mind when you pick the date.

Before you confirm

1. **Send it to your own number first** and read it on your phone, the way the customer will see it.
2. **Check the parts and credits** shown on the page, and whether your balance covers the whole list.
3. **Confirm in the confirmation window.** Once you confirm, the campaign goes out for sending.
4. **Follow it in the history**, on the Campaigns tab. A message that fails puts its credits back in your balance.

One word can stop the campaign.
Some words are not allowed, and a message containing one is refused. If the page refuses your text, rewrite it before trying again.

RECOMMENDED

Got a campaign in mind? See the prices, buy your credits and get your list ready.

See SMS prices →

SEE ALSO

- SMS marketing: Sender ID, the rules here, and how to write one that works →
- SMS good practices and consent: who you may send to and how to let people opt out →
- SMS contacts and groups: importing a CSV list and keeping it clean →
- SMS templates and AI: ready-made messages, the template library and improving a text →
- Business SMS by sector: retail, clinics, schools, deliveries and more, with example messages →

SMS history and scheduling: statuses, filters and what happens when a message fails →

MozOut International

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