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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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**MozOut International**
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https://www.my.mozout.com/knowledgebase/7446

# 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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## MozOut International

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