TRUSTWORTHY SMS

10 checkpoints before sending a campaign

Before you send out a Black Friday, holiday, or any other promo SMS, run through these 10 checkpoints.

- [ ] 1. The message is sent under your brand name, not from an unknown number.
- [ ] 2. The link leads to your own domain, not to an anonymous shortener.
- [ ] 3. It's clear from the start who is sending the SMS and why.
- [ ] 4. The text does not contain pressure, fear, or suspicious urgent calls to action.
- [ ] 5. The SMS does not ask for passwords, payment details, or verification codes.
- [ ] 6. The offer and the tone of the message match your usual communication.
- [ ] 7. The SMS is sent only to contacts who have given consent or are verified customers.
- [ ] 8. The message is correctly marked as a commercial communication (if required).
- [ ] 9. The recipient can easily opt out of further communication.
- [ ] 10. The SMS was tested on your own phone before sending.

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