

Jumpstart your SMS marketing journey with these essential campaign ideas.

Pre-Arrival	Reservation Confirmation	Purchase Reminder	Check-In Day
<p>Give your guests the ultimate peace of mind leading up to their visit by texting them the most important details at the ideal time in their customer journey.</p>	<p>Take advantage of your customers' initial excitement for planning a trip by contacting your guests right after they book their stay.</p>	<p>Communicate important pre-purchase deadlines, low inventory products and redemption requirements before your guests arrive.</p>	<p>Travel-heavy days are no problem with an SMS campaign. Send important details about check-in via text for your guest to receive whether they're at the airport or on the road.</p>

877-510-8459

Boulder Mountain Resort: Thank you for your reservation We're looking forward to hosting you at {{{Property Name} "Boulder Mountain Resort "}} on {{{Arrival Date} "your arrival date"}}. While you prepare for your journey don't forget to... book a spa service 🧖‍♀️, make dining reservations 🍴, or book activities 🎡 by contacting our concierge team. Our friendly staff is here to satisfy your every need!
<https://www.bouldermtnres.com/concierge>
Reply STOP to end

877-510-8459

Boulder Mountain Resort: LAST DAY to Save on Lift Tickets! We're looking forward to seeing you in two weeks at {{{Property Name} "Boulder Mountain Resort "}} and wanted to remind you secure lift access as we anticipate selling out. Purchase all lift tickets for your party today to receive the advanced purchase discount of 15% off. Offer expires at midnight.
<https://www.bouldermtnres.com/lift-tickets>
Reply STOP to end

877-510-8459

Boulder Mountain Resort: See you soon! Hi {{{First Name} "Valued Guest"}}! 🌟 We're thrilled to welcome you to {{{Property Name} "Boulder Mountain Resort"}} at 3pm today. Please remember to bring a valid drivers license and payment method to the front desk when you are ready to check in. Our concierge is ready to help with any special requests you have for your stay - give our team at call at (999)-578-2839. Whether you're catching a ride here or driving yourself, here are some resources to help you get here.
<https://www.bouldermtnres.com/getting-here>
Reply STOP to end

Post-Purchase

Leverage purchaser data to the fullest extent by contacting new customers upon purchase. Here you can communicate purchase details, like shipping, pick-up or fulfillment requirements, and even ask new purchasers to promote your brand.

Purchase Confirmation

Take advantage of your customers' initial excitement for planning a trip by contacting your guests right after they purchase a product.

Event Date Reminder

Streamline your guests' product/event date by resolving operational requirements well before they arrive for their lesson, rental, or activity.

Post-Visit Thank You

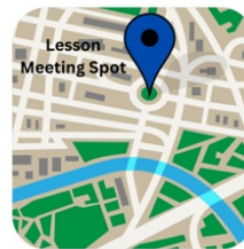
Promote your brand and receive valuable guest feedback by sending targeted SMS texts to guests promptly after their visit.

877-510-8459



Boulder Mountain Resort: See you on the slopes! Thank you for your purchase! Your {{{Product Name Purchased|'product'}}} order is confirmed and we look forward to welcoming you to Boulder Mountain Resort {{{Product Date|'soon'}}}. Now that you secured your lift access be sure to book rentals, lessons and activities well in advance to ensure the best availability. Finishing planning your trip today!
<https://www.bouldermtnres.com/plan-your-trip> Reply STOP to end

877-510-8459



Boulder Mountain Resort: Tomorrow's Lesson REMINDER: All participants need to be checked in tomorrow at 9:30 AM at the lesson meeting spot. Before you arrive for your {{{Product Date}} snowsports lesson, please complete the following online waiver by clicking the link below.
<https://www.bouldermtnres.com/lesson-waiver> Reply STOP to end

877-510-8459

Boulder Mountain Resort: How'd we do? Thank you for adventuring with us! We hope your visit was to your liking and full of memories. Please complete the following 5 minute survey to let us know where we excelled and how we can improve.
<https://www.bouldermtnres.com/survey>
Reply STOP to end

Welcome

What happens when someone opts in to SMS texts? Don't miss out on converting a prospect customer to a loyal champion of your brand – capitalize on an SMS sign up by sending a Welcome campaign to new subscribers, new customers or existing high-value customers.

New Subscribers

Capitalize on the initial sign up by contacting explicit SMS opt-ins right away. Make a great first impression by sending a welcome SMS campaign and incentivize your prospect customer's first purchase.

Loyalty Program/VIP

Target your high-value customers with tailored messaging to make them feel "VIP." Cultivate a relationship with brand loyals through regular SMS communication. Encourage these VIPs to pay attention to text messages from your brand with compelling offers, exclusivity and acknowledgement of their loyalty.

New Customer

Make a new customer's first purchase one of many by triggering an educational or engaging SMS campaign. Start your new relationship of strong with a welcome campaign tailored to new visitors and their needs.

877-510-8459



Boulder Mountain Resort: You're in! Welcome to the Boulder Mountain Club - By signing up we're looking forward to giving you exclusive access to annual sales and exclusive savings on Boulder Mountain Resort attractions. Click below to claim up to 10% off your next purchase. <https://www.bouldermtnres.com/savings> Reply STOP to end

877-510-8459

Boulder Mountain Resort: We see you 🌟 That's VIP behavior! You're obviously a huge fan of Boulder Mountain Resort - and we're a huge fan of YOU! You've been a loyal season pass holder for the past 5 winters 🏂 To say "Thank You" here's an exclusive early booking offer you won't want to miss. Make a reservation for the upcoming winter in the month of July to receive an extra night FREE! <https://bouldermtnres.com/exclusive-VIP-offer> Reply STOP to end

877-510-8459

Boulder Mountain Resort: You're new here! Thank you for completing your first purchase and welcome to Boulder Mountain Resort. In preparation for your first visit, we've put together a beginner's guide to Boulder Mountain. Click the link below to sign up for snow alerts, get to know the mountain and plan the itinerary for your visit. <https://www.bouldermtnres.com/first-timers-guide> Reply STOP to end

Re-Engagement

Minimize churn by re-connecting with customers. Use the CDP to contact past purchasers based on historic booking behavior and maintain optimal SMS permissions by sunsetting old contacts.

Predicted Purchase

The CDP hosts a wealth of data which can help determine customer purchase behavior and predict when they might be interested in visiting again. A booking anniversary, service reminder, or ticket on sale SMS campaign can remind loyal guests to purchase again.

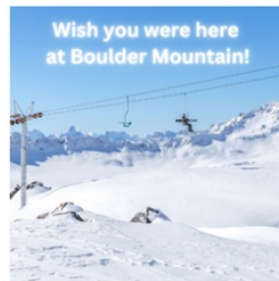
Lapsed Customer

Send compelling text messages to convert lapsed customers into return visitors. By understanding when a customer last purchased a product, you can prepare multi-text campaigns to reduce the chances of churn and keep customers engaged with your brand.

Subscriber Sunset

Optimize engagement metrics and keep your contact lists clean by sunsetting unengaged contacts. Subscribers can stay on a contact list even if they're no longer interested thus ignoring your texts and hurting SMS campaign performance metrics. Give these individuals an opportunity to opt out to improve overall performance.

877-510-8459



Boulder Mountain Resort. One Year Ago Today... You booked your last visit to Boulder Mountain - what are you waiting for? Plan your next trip today to take advantage of our Ski & Stay package and get lodging and lift tickets for the whole crew. <https://www.bouidermtres.com/ski-and-stay> Reply STOP to end

877-510-8459

Boulder Mountain Resort: The slopes are calling! With expanded terrain, our newly renovated base area and 300+ inches of snow, this season is the perfect time to plan your next visit to Boulder Mountain! Discover what's new at the resort and book your trip today. <https://www.bouidermtres.com/discover> Reply STOP to end



877-510-8459

Boulder Mountain Resort: Are you still interested? Hello {{{First Name}} "there"}! We noticed it's been a while since you opened one of our messages - do you still want to receive text updates from Boulder Mountain Resort? Adjust your preferences by visiting <https://www.bouidermtres.com/SMS-preferences> or Reply STOP to end

<h3>Customer Behavior Trigger</h3> <p>The CDP is a plethora of customer information that can be used for targeted SMS campaigns. Using webtracking and transaction data, we can send texts to potential guests based on webpages they've visited and products we know they've purchased.</p>	<h3>Upsell</h3> <p>Use transaction data to target recent purchasers and promote products based on their interests or available promotions.</p>	<h3>Cross Sell</h3> <p>Run a quick cross sell campaign to target recent purchasers with an SMS promotion of additional products they may need or want.</p>	<h3>Abandoned Browse</h3> <p>Increase urgency by communicating low-inventory to individuals based on their browsing behavior.</p>
	<div data-bbox="488 533 803 1192"> <p>877-510-8459</p> <p>Boulder Mountain Resort: Get a room upgrade! Thank you for reserving the Happy Family Condo for {{{Arrival Date}} this upcoming season}}}. You're eligible for a suite upgrade which includes a private master bedroom, jacuzzi tub, and a beautiful view of Boulder Mountain. Make this vacation extra "suite" and take advantage of this offer today! https://www.bouldermtnres.com/Happy-Family-upgrade Reply STOP to end</p> </div>	<div data-bbox="813 533 1128 1192"> <p>877-510-8459</p> <p>Boulder Mountain Resort: Unwind this Winter We look forward to welcoming you to {{{Property Name}} Boulder Mountain Resort}} this winter. When you're finished skiing or recharging for the next day's adventure, please enjoy 15% off any luxury spa treatment at the on-site treatment rooms. Book your session online today https://www.bouldermtnres.com/guest-spa Reply STOP to end</p> </div>	<div data-bbox="1138 533 1453 1192"> <p>877-510-8459</p> <p>Boulder Mountain Resort: This Lesson is Selling Out 🚫 Our beginner lesson program is almost at capacity! Finish signing up online today to secure your spot. https://www.bouldermtnres.com/beginner-lessons Reply STOP to end</p> </div>

Converting Email Contacts to SMS Contacts

As a new SMS marketer, you will need to use all tools at your disposal to target contacts for which you have permission to send SMS campaigns. Consider emailing the customers who engage most with your mailings to increase the number of "SMS Permission = Yes" in your database. For example, here is a simple email campaign to drive SMS sign-ups:

 **Want to be first on the hill when things start to chill?** 

Text "SNOMO" to 99999 to sign up for snow alerts from Boulder Mountain Resort.

*Msg & data rates may apply. Texts may be automated; msg frequency varies. Consent to texts is not a requirement or condition of purchase. Text STOP to 70139 to opt-out (a confirmation message may be sent). Subject to [Terms & Conditions](#) and [Privacy Policy](#).

Please note: text-to-join capability with custom keywords capability will be available in a future release.

[Learn more about how to start and grow your SMS marketing.](#)