

Jumpstart your SMS marketing journey with these essential campaign ideas.

Pre-Arrival

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.

Reservation Confirmation

Take advantage of your customers' initial excitement for planning a trip by contacting your guests right after they book their stay.

Purchase Reminder

Communicate important pre-purchase deadlines, low inventory products and redemption requirements before your guests arrive.

Check-In Day

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.

877-510-8459

Boulder Mountain Resort: Thank you for your reservation We're looking forward to hosting you at {[[Froperty 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.bouuldermtnres.com/concierg e 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 antcipate 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

977 540 9450

Boulder Mountain Resort: See you soon! Hi {{{First Name|"Valued Guest"}}}! • • We're thrilled to welcome you to {{{Froperty 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.bouuldermtnres.com/gettinghere 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

Purchase Confirmation

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

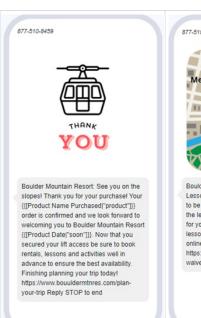
Event Date Reminder

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.

requirements, and even ask new purchasers to promote your brand.





Boulder Mountain Resort: How'd we do? Thank you for adventuring with us! We hope your visit was to your listing 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.bouuldermtnres.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.



Reply STOP to end

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 or losay "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://bouuldermthres.com/exclusive-VIPoffer Reply STOP to end

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

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know the mountain and plan the itinerary for your visit. https://www.bouuldermtnres.com/firsttimers-guide Reply STOP to end

Re-Engagement

Minimize churn by reconnecting 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

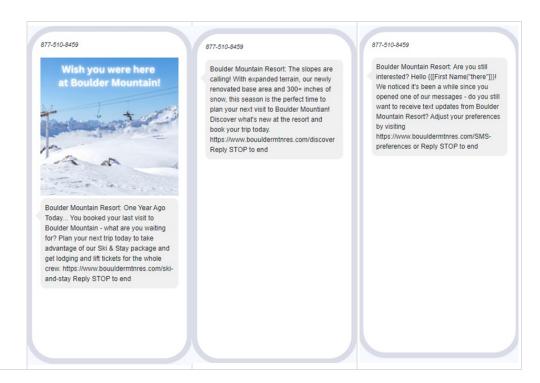
The CDP hosts a wealth of data which can help determine customer purchase behavior and predict when they might be interested in visiting again. A booking anniversary, service reminder, or ticket on sale SMS campaign can remind loyal guests to purchase again.

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.



Customer Behavior Trigger

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.

Upsell

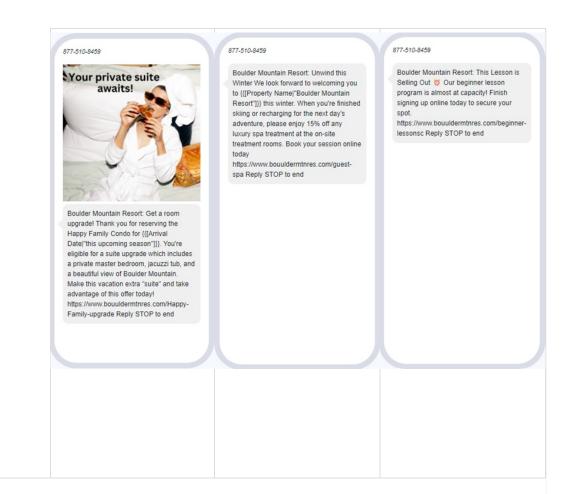
Use transaction data to target recent purchasers and promote products based on their interests or available promotions.

Cross Sell

Run a quick cross sell campaign to target recent purchasers with an SMS promotion of additional products they may need or want.

Abandoned Browse

Increase urgency by communicating lowinventory to individuals based on their browsing behavior.



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:



Learn more about how to start and grow your SMS marketing.