



Introducing:

# The Anatomy of the Perfect SMS Keyword

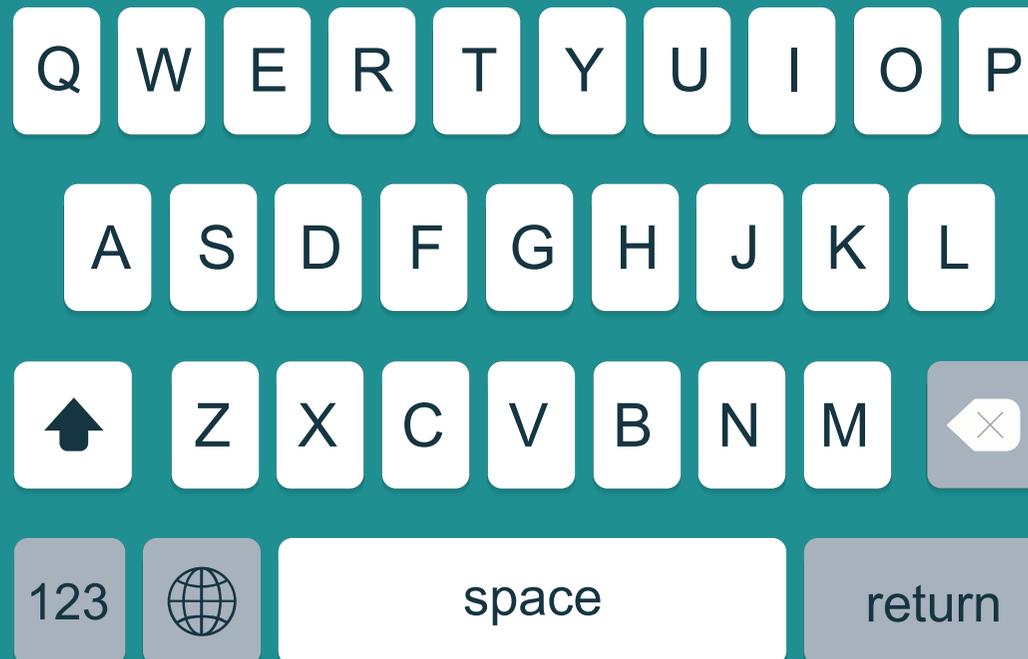
Finding the Perfect SMS Opt-In Keyword for Your Marketing Campaign



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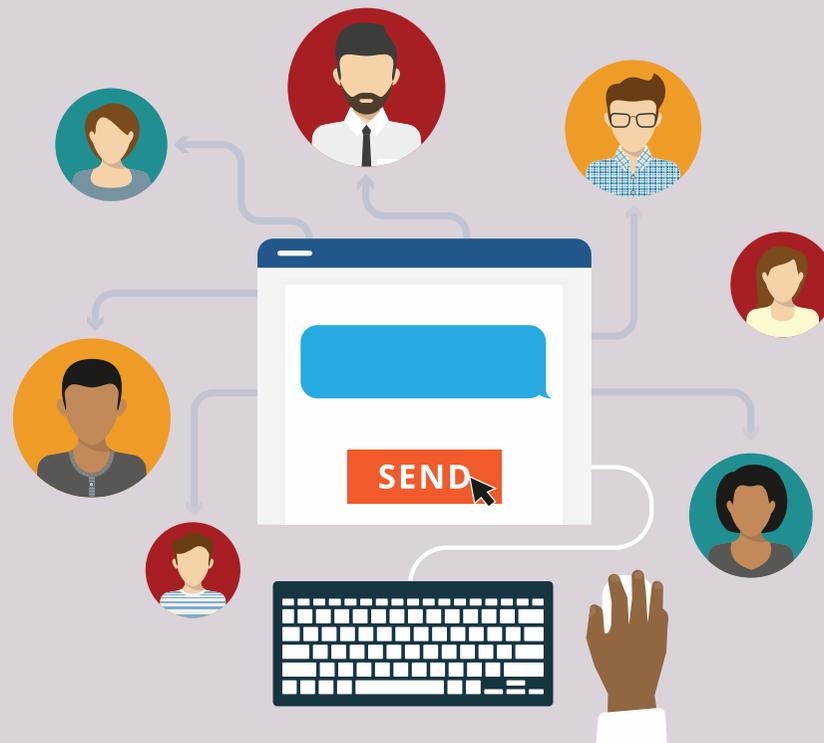
Many SMS marketing beginners spend too much of their time tracking down what's the perfect technical solution to get the text messages delivered, and not enough time thinking how good their SMS keywords are, which can lead to missed sales.

Luckily, you are now one step ahead of those marketers because you've already made the wise decision to download this guide that will help you get past obstacles in finding the perfect SMS keywords at lightning-speed.



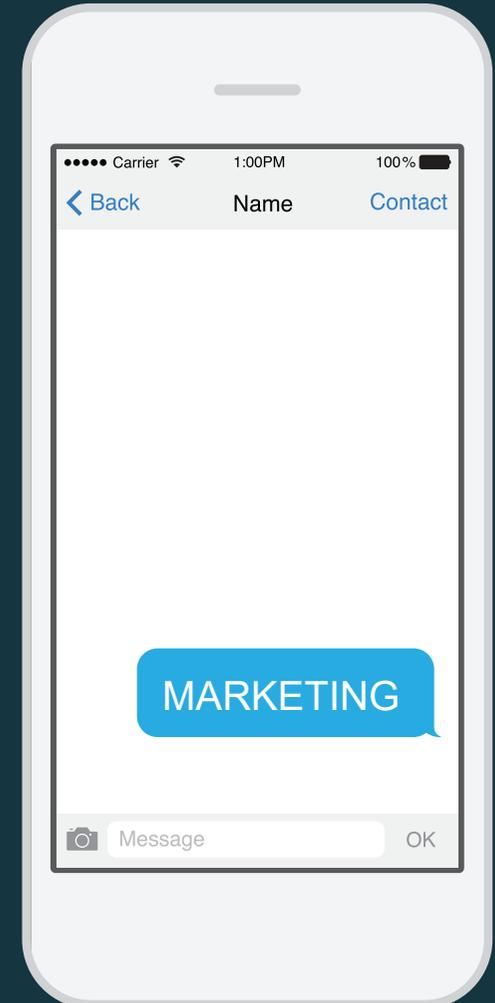
## Your Database – Your Most Important Asset

Collecting the phone numbers of your current and potential customers isn't as easy as it once was. Regulations have changed in the past years, and now an opt-in or even a double opt-in is necessary, marketers being asked for the proof of "unambiguous written consent". In the US, for example, a previous business relationship isn't allowing marketers to circumvent the need for written consent anymore. That is why a perfect SMS keyword is vital for the success of your SMS marketing campaigns.



## The Basics of Getting People to Opt-In

The easiest way to get people enrolled into one of your SMS marketing lists is to get them to text a keyword to a short number, which is a short code that your business owns or one provided by a platform, that you share with other companies. Either way, you need people to get the keyword 100% right when they type it on their phones. Otherwise, you are losing interested subscribers who might bring in huge profits.



## Choosing the Perfect SMS Keyword

The first thing you'll have to understand is that people won't stay on a web page, stop a video to take a second look at an advert, take their phone out to snap a picture of a billboard or a poster. They will only spend a few seconds seeing the keyword you'd like them to text to your short code to get them on your SMS marketing list. Figuring out what is the best keyword for you can make a huge difference.

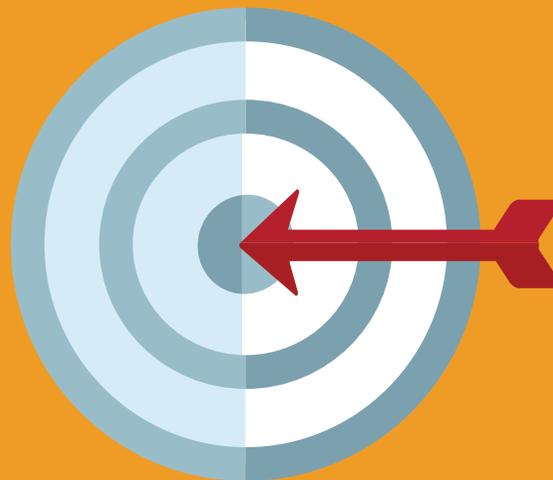
**Discover the 9 requirements for a 100% effective SMS keyword!**



## The perfect keyword is Straightforward. (1)

Beating around the bush isn't a good idea when you're choosing a SMS marketing keyword. A good keyword is simple, really straightforward.

The main reason behind this is that if the customer easily understands your keyword, he or she is more likely to remember it for longer. However, if you use a difficult to understand keyword; it might not stick into the customer's head and could be very difficult to recall.



## The perfect keyword is Straightforward. (1)

For example, if you use a keyword like "HEAT4LOCKS" instead of "HAIRDRYER", it would be very difficult for the customer to memorize it. Such a complicated keyword would require the customer to look back a few times get it right. The customer might even end up typing the keyword wrong which is not very helpful for your marketing campaign.

Some companies think that being creative and choosing a clever keyword might give them a competitive edge and attract the customer but quite often, using clever puns and complicated keywords is a source of trouble.



## The perfect keyword is Relevant to Your Market. (2)

When choosing a keyword for your marketing campaign, one of the most important things you need to keep in mind is that the keyword you choose should be relevant to the product or service that you're marketing.

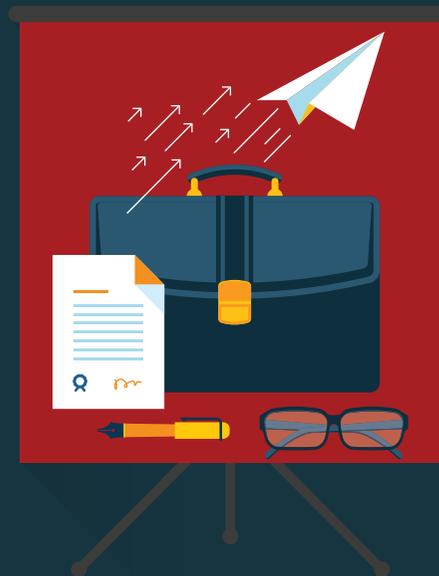
For example, if you're running a SMS marketing for a tutoring academy called "Cambridge Tutoring Academy," you should use "Cambridge," "Tutoring" or "Academy" as keywords.



## The perfect keyword is Relevant to Your Market. (2)

However, at times, certain desired keywords are not available, and when that happens, you should try to pick a keyword that is related to the service you're providing or even a keyword that best defines your product or service. For example, in the case of this academy, you could choose "Tutors", "Teaching" or "Qualified".

The more tied to the vocabulary a customer uses when he or she talks about a product or service, the simpler it will be for that person to remember the keyword.



## The perfect keyword is Short. (3)

The length of the keyword also plays a vital role. Keywords need to be kept short. Not only because a shorter keyword is more easily remembered, but it also diminishes the risk of getting misspelled and thus leading to an invalid subscription to a marketing list.

There is a major misconception that long and fancy keywords tend to attract customers but in reality, longer keywords are just less effective in driving results.



## The perfect keyword is Autocorrect-proof. (4)

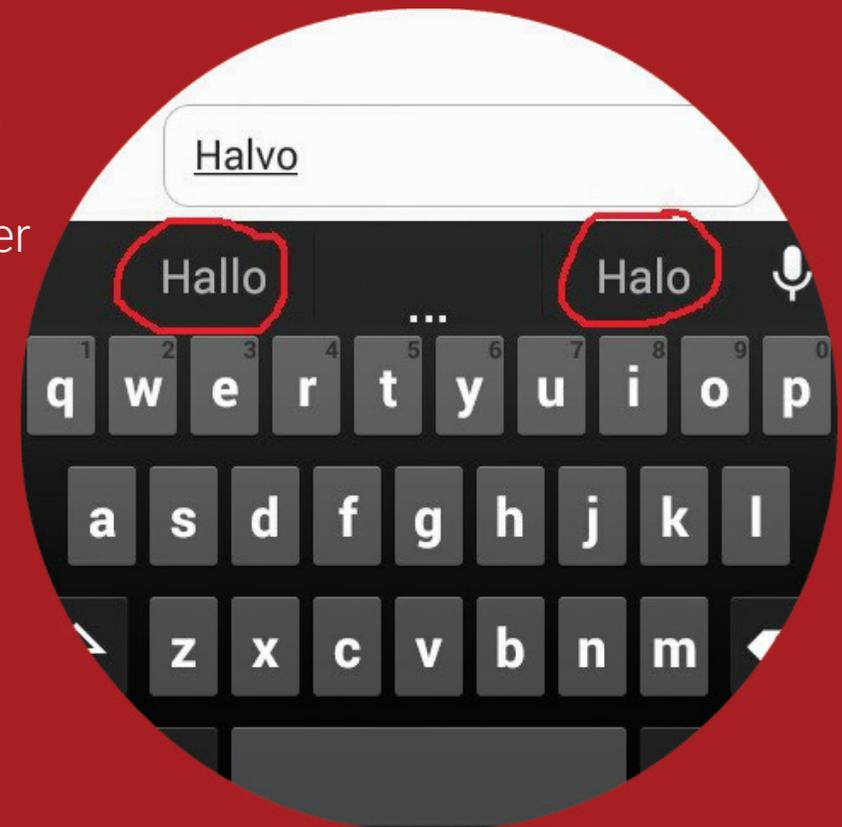
Autocorrect is a feature included in all new smartphones that corrects all typing and spelling errors automatically for the user while he or she types. People often include abbreviations and incorrect words in their SMS campaigns which automatically get changed by Autocorrect, but sometimes, Autocorrect can get things wrong by not understanding the context, and the entire text message loses its meaning. Most people don't turn their Autocorrect off, so marketers need to be fully aware of how Autocorrect might twist their keyword around.



## The perfect keyword is Autocorrect-proof. (4)

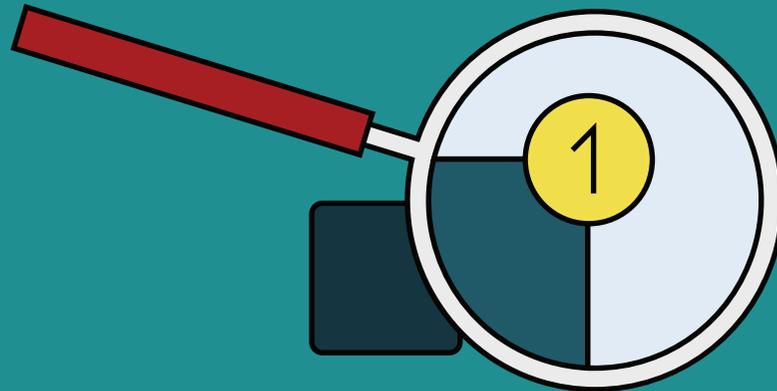
For example, if a marketing campaign requires people to text “Halvo” to a short code, there’s trouble on the horizon. Typing “Halvo” on your keypad changes to “Hello” or “Hallo” or “Halo” because Autocorrect doesn’t know “Halvo” is the name of a company and it assumes you misspelled those words.

If a marketer thinks a customer will pay attention to what he or she is typing to make sure Autocorrect isn’t messing around with the keyword, that marketer is in for a big nasty surprise.



## The perfect keyword is a Single Word. (5)

The problem with having multiple words in your keyword is that it generates uncertainty among customers about the addition of spaces between words. For example, if your keyword is “SMARTPHONEDEALS” and someone types it as “SMARTPHONE DEALS”, that person won't become a valid subscriber. People will remember the keyword was “smartphone deals”, but they won't remember exactly how it was spelled.

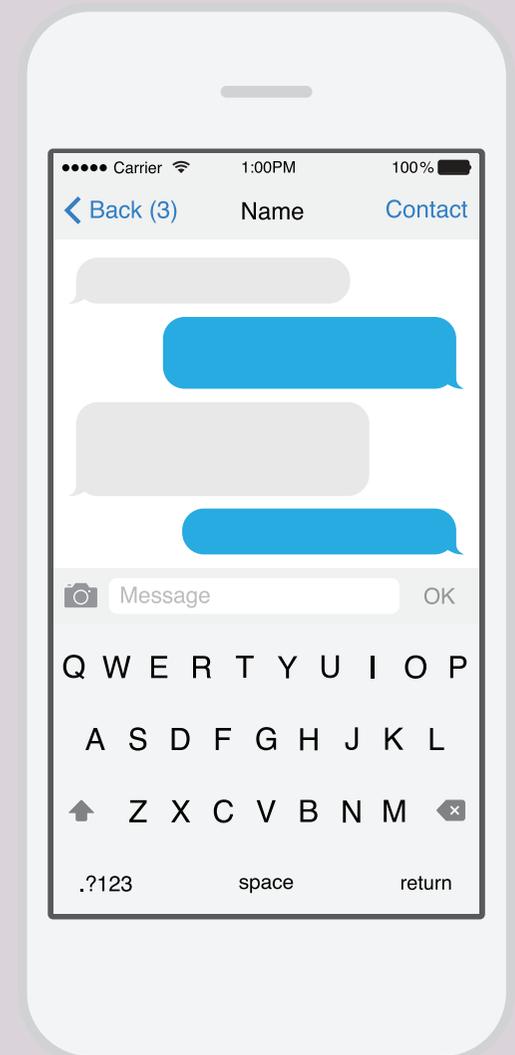




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## The perfect keyword contains No Special Characters. (6)

Use of special characters in your keyword not only makes your keyword extremely difficult to remember, but it also makes it tough for the customer to type it on a mobile phone. Not all customers have switched to smartphones and typing special characters on an ordinary phone can be very challenging. Moreover, even with a smartphone, going from the standard keypad to the one for special characters is considered a hassle.



## The perfect keyword is unnumerical. (7)

If a marketing professional would want to make it impossible for people to subscribe to an SMS marketing list, all they'd have to do is pick a keyword made of numbers. The human brain can remember maximum 7 digits, and 5 of them will be the short code to where the keyword should be sent.

By avoiding digits altogether when creating an SMS keyword, marketers increase a customer's chance of remembering what they should text to be enrolled.



## The perfect keyword isn't an unclear CAPTCHA. (8)

Almost every single person surfing the web, at one point, reaches a page where they need to type in a sequence of letters or numbers as a way to prove they aren't a spam robot - the CAPTCHA. Sometimes this simple task can generate a lot of frustration because the test includes numbers that look like letters and letters that look like numbers.

These digits and letters are hard to identify even when the image isn't twisted; that's why people misspell SMS marketing keywords when they contain ambiguous letters and numbers like 0 and O, S and 5, 8 and B.

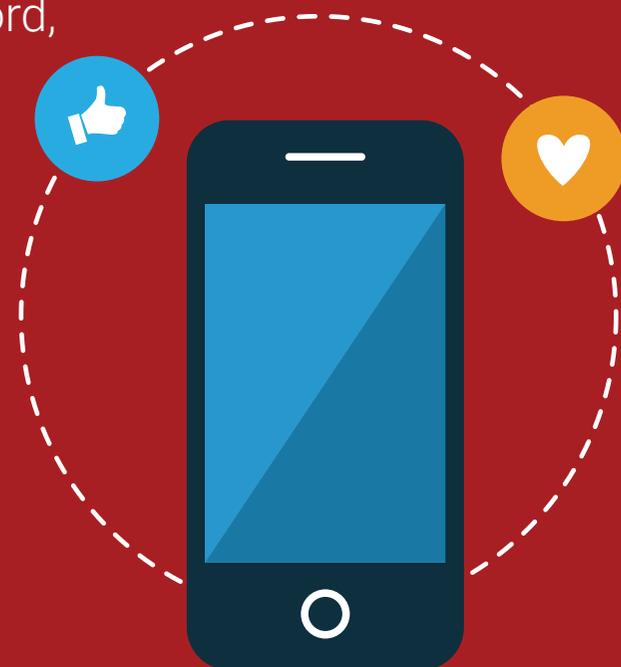




## BONUS TIP: How to get an Autocorrect-proof keyword!

Planning to deal with Autocorrect includes:

- Testing the keyword to make sure it's safe. If it fails the test, marketers need to change the keyword to one that would pass the test, keeping its typed-in letters.
- If a marketer doesn't want to change the initial keyword, one option would be to end the keyword with a digit.
- Dismiss proposals for a keyword that include abbreviations. These are sure victims for Autocorrect.



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