



# High Traffic Day SMS Checklist - Top Tips & Tricks for Mobile Messaging

## Your Ultimate High Traffic Checklist

On a personal level, we're accustomed to sending and receiving text messages within mere minutes. As professionals sending high-volume SMS broadcasts, we can often fall victim to network traffic. As you look to build your lists, ramp up your awareness, mobilize your supporters, it's safe to say you're going to be busy. The last thing you need is high traffic causing congestion on the carrier network, and delays in the delivery of your messages.

When time is of the essence, we want to make sure you have everything you need to be able to reach your audience as swiftly as possible. Check out our top tips below for how to beat the traffic for your major SMS campaigns!

- Use a single SMS** – Ensure your SMS is within the 160-character limit and does not spill over into a multipart SMS, which can slow down your messages.
- Optimize SMS the night before (or earlier!)** – If your mobile messaging platform allows for it, optimize your send ahead of time and offload back-end work before launch. Carrying out pre-work on your broadcasts increases your chances of a speedier send.
- Send your broadcast to dynamic groups and select your audience in advance** – When trying to get your message out quickly, create dynamic groups ahead of time using the Mobile Common's group filtering feature. This means that there will be less processing time needed than if uploading a list day of.
- Upload groups or split groups for tests in the days before** - Sometimes uploading groups day of is unavoidable, however, to ensure that data is updated prior to your send, consider uploading your list the day before (or earlier if possible). Due to the heavy load on high traffic days, upload times can be unpredictable. If uploading on a high traffic day, we recommend you double check the "members list" to verify completion before sending your broadcast. And don't forget- using dynamic groups is the best option for list building!

- ❑ **Send to smaller, targeted audiences** – Instead of sending to large audiences that may not be segmented, create smaller audiences with messages targeted to the interests and causes they care about most. Not only will this assist with beating the traffic, but a personalized experience will improve audience engagement. Also, you can try creating static (smaller groups) by specific time zones.
  
- ❑ **Avoid links** – When possible, avoid including links in your message. However, if you'd like to include a tracked link, optimize your broadcast the night before or earlier.
  
- ❑ **Minimize liquid coding** – Leveraging liquid coding, like mail merge fields, within your SMS will increase the time it takes for messages to process. Try using generic terms where you can, like "Hi Friend", to limit liquid usage during these quick send times.
  
- ❑ **Avoid peak send times** – organizations will often use the hour, or half hour mark, to send their messages, so look to schedule at 'uncommon' times such as 1:55 pm.
  
- ❑ **Keep your team in the loop** – When it comes to high traffic campaigns, internal communication is key. If you're planning a large broadcast (over 100k) make sure you're always monitoring the activity. With Upland Mobile Messaging, a Customer Success Manager with unique industry expertise is on hand to support large broadcasts with tips and guidance.

If you have any questions or would like more best practice advice when scheduling your broadcasts, we'd love to help! Let your Customer Success Manager know, and we can help guide you on the best path forward to a successful high-traffic broadcast.