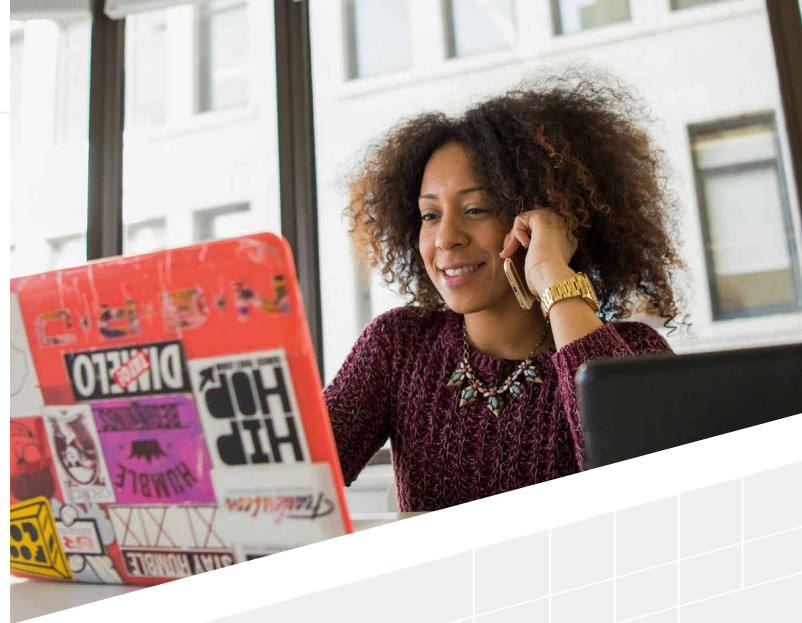


SMS-10 ways to use mobile messaging as part of your event strategy

The most seasoned event organizer will tell you, pulling off a successful event without a hitch is no easy feat. As the saying goes, it takes a village. But even the world, let alone a village, couldn't have foreseen or prepared for the impact of COVID-19. Suits were replaced for sweatpants, desks for dining room tables and family get-togethers for Zoom quiz nights. And for event organizers, online-only became [the new abnormal](#). EventIndustryNews named 2020 "[The Year of the Virtual Event](#)" and Forbes reported a [1000% increase](#) in one platform's uptake. So, in a world where the market has become saturated with virtual events, how do you make sure yours stands out from the crowd?

The answer: text messaging.




There are some clear benefits (and statistics) to back up why SMS is your secret weapon when it comes to pulling off a successful event. Texting is fast, easy, and drives an immediacy and urgency unlike any other channel. Think about it: when you're watching a webinar, or listening in on a work meeting, what are you more likely to react to and open faster – the ping of an email notification, or the ping of your mobile phone next to you?

It's an almost unconscious act for many, and the experts agree. The average open rate for text message marketing campaigns is 98% compared to a 20% open rate for email marketing campaigns ([Gartner](#)), and 90% of SMS messages are read within 3 minutes of being received ([MobileSquared](#)).

With SMS expected to grow to \$83.03 BILLION by 2024 ([Transparency Market Research](#)) we think it's the perfect channel to add to your marketing mix.

So, whether you're planning for an internal all-hands meeting, a virtual webinar/event, or preparing for an in-person conference, here are 10 ways that event organizers can use SMS text messaging to enhance the audience experience and drive conversions.





Upland:
Hi Sarah,
join us 11/05 for
an event like no other!

Save your
seat here:
<https://dqs.co/EVENT21>

3) Enhance your data

Your event registration page has been built with customer effort and user experience in mind, so when the 'need-to-know' has already been covered, how do you go back and ask those 'want-to-know' questions? SMS is a low effort way of capturing further data to bolster your CRM, such as dietary requirements, office address for promotional gifts, or what topic is of most interest to them (for ease of sales follow up).

4) Build up the hype

A lot of effort has gone into your event, so why not give your registrants a sneak peek of what they're in for? Send teasers of any special guests that will be featuring, the details of interactive breakouts, or invite them to join exclusive networking opportunities.

5) Send reminders

No-show rates are a key metric for any event organizer, but there is an easy way to mitigate the issue of dropouts. Use SMS to remind attendees of your event on the day, or an hour before to increase live attendance.

Before your Event


1) Drive registrations

If you have compliant mobile subscriber data within your CRM, SMS is the perfect way to cut through the noise of email and let your audience know about upcoming events. Encourage sign ups with direct links to your registration page.

2) Drive traffic to other sources

Think of SMS as another tool to help direct and guide your audience where you want them to be. Using an app but seeing a high CPI (Cost per Install) and need to increase downloads? Complement your social strategy by texting the app store link(s) to your registrants to download it. Hosting the agenda on your website but seeing low CTR on email? Text them a direct URL, or remind them that you have sent it to their inbox.

A simple follow up SMS asking "have you read our email?" can help increase email open rates by 20%–30% (SmartInsights)




Upland:
Hi Sarah,
don't forget, doors
open tomorrow
at 9am.

See you there!



Using SMS to drive App Downloads



Upland:
Hi Sarah,
got a question for
our speakers?

Reply to this text
to take part in
our Q&A!

After your Event

9) Post event feedback

As the saying goes, you're only as good as your last event. It's important to always ask for feedback in order to continually improve, and SMS is a great way to quickly understand how it was for your attendees. Ask your audience to share how it was for them in their own words to capture actionable insight.

10) Post event promotions

SMS is a quick and easy way of sending follow-up messages that promote your business, whether it's the sale of products, a discount for attending your event, or related content for your audience to digest. You can even use MMS picture messaging to help make your promotions more enticing!

**70% of customers want offers sent via SMS
(SMS Comparison)**

Mobile Messaging

Interested in learning more about how Upland Mobile Messaging could help you with your upcoming events? [Request a demo](#) and one of our friendly team can show you how it could work for you!

During your Event

6) Send updates

Wrapping up lunch or a breakout session? Let your audience know when your keynote speakers are about to kick off to help get them back in the (virtual or in-person!) room. If you have paid-for sponsors as part of your event, SMS is also a great way of adding value to your sponsorship packages by having their brand advertised through "sponsored by..." messages.

7) Communicate the unexpected

We hope it never happens, but sometimes things can go wrong, and you have to swiftly navigate to Plan B. Whether you need it to share a quick schedule change, or manage an incident, two-way SMS helps to keep everyone in the loop.

8) Engage your audience

Give your event some interactive pizzazz by incorporating text-in Q&A, polls, competitions, live giveaways or even send VIP lounge passes through mobile wallet!



Upland:
Hi Sarah,
to thank you for
joining EVENT21,
here's 21% off our
products!

Use code SALE21 at
checkout here:
<https://dqs.co/EVENT21>