

The background of the slide is a composite image showing multiple hands holding various smartphones. The top half of the image is a close-up of hands holding a pink and a white phone against a bright, cloudy sky. The bottom half shows hands holding a red and a blue phone, with a person's face partially visible on the right. A solid green horizontal band runs across the middle of the image, containing the title and subtitle.

Delivering Messaging Campaigns that Click

How to run messaging campaigns that boost value, get engagement, and make a difference.



Messaging, whether it's SMS, WhatsApp, or any of the dozens of different platforms, continues to grow. Companies of all sizes are embracing it as a key aspect to their daily operations, from sharing marketing messages to providing timely alerts to customers. Insurance providers use them for reminders. Brands share promotions and product announcements.

SMS messages require shortened links, but it's important to know that all short links are not the same. For optimum results, short links used in messaging campaigns should be:

- **Branded:** Improve click-through rates by enabling recipients to trust that they know that the link is safe because it contains your brand. You'll also reinforce your brand while building trust.
- **Personalized:** With BLINK, it's easy to create specific links down to the individual. An insurance client, for example, uses BLINK to send personalized messages about prescription status. They're personal and private to each recipient.
- **Time-sensitive.** Unlike email, messages get more clicks because they show up on the recipient's phone, which can be part of their everyday life. The advantage is that you can send messages based on the time of day or a day of the week that you want recipients to respond. With BLINK, you can send a short link that provides the most timely offer based on whenever they click on it.

BLINK works with hundreds of brands, platforms, across all types of messaging campaigns. We compiled best practices that every organization can adopt to get the most out of their messaging investment.





1. Make Messages Timely

Have you ever received a random text message and forgot who it is, why you signed up, or what it was about? Avoid this mistake by making your messages prompt and in line with your audience expectations. Send your opt-in confirmation message immediately upon request. If your website requires a confirmation, make sure you have a “send it again” option to help fix mistakes.

If your message requires human interaction on your side, make sure your call center is open and available or have a self-service option for after-hours interactions. If you are including links to more information, make sure the link destination is valid or, if it has expired, provide an easy option to send another link. (If you use BLINK, you can set up a “fall-back” link when you create your original link.) Review your helpdesk inquiries for time-based issues from your audience and adjust your rules accordingly.

Know the timezone of your audience and avoid sending messages in off hours where they will be missed, avoided, or disruptive.

A background image showing several hands holding smartphones of different colors (dark blue, grey, gold, red) against a bright, slightly blurred background. The phones are held in a way that suggests they are being used or shared.

2. Ensure Content Relevance

In text messaging, brevity still matters. Keep your content short and to the point, but avoid using acronyms like B4 (before) or 4U (for you). Some systems allow for two-way interactions; make sure the responses are timely and not overly complicated. Avoid sharing personal details that may raise privacy concerns or share nonpublic information to a casual observer.

When using links, phone numbers, or order numbers, be mindful of how they are rendered in the message. Are they “tappable”? For example, will a smartphone think your order number is a phone number?

Adding the http prefix to a link will ensure a new top-level domain is clickable. Remember, your audience may interact via desktop instead of mobile.

Skip generic link shorteners and always use a branded domain to boost trust.

3. Keep it Consistent

Have you received a text message from a company and it felt completely off-brand from their usual messaging, making you question the validity of the message? It is clear proof that your brand voice matters. Keep your tone consistent across all platforms. If you are all business via email, keep it the same via text. Witty and playful? Keep it consistent so your audience doesn't question it.

When providing links in your messages, make sure you are using a branded domain that is consistent across each message. Avoid defaulting to whatever the provider offers and insist on maintaining your brand image and domains.

Using BLINK short links ensures you can easily change the structure behind the links at any time without causing dead or inoperable links.

Ensure the root short domain redirects to the corporate domain to reinforce confidence and link trust.

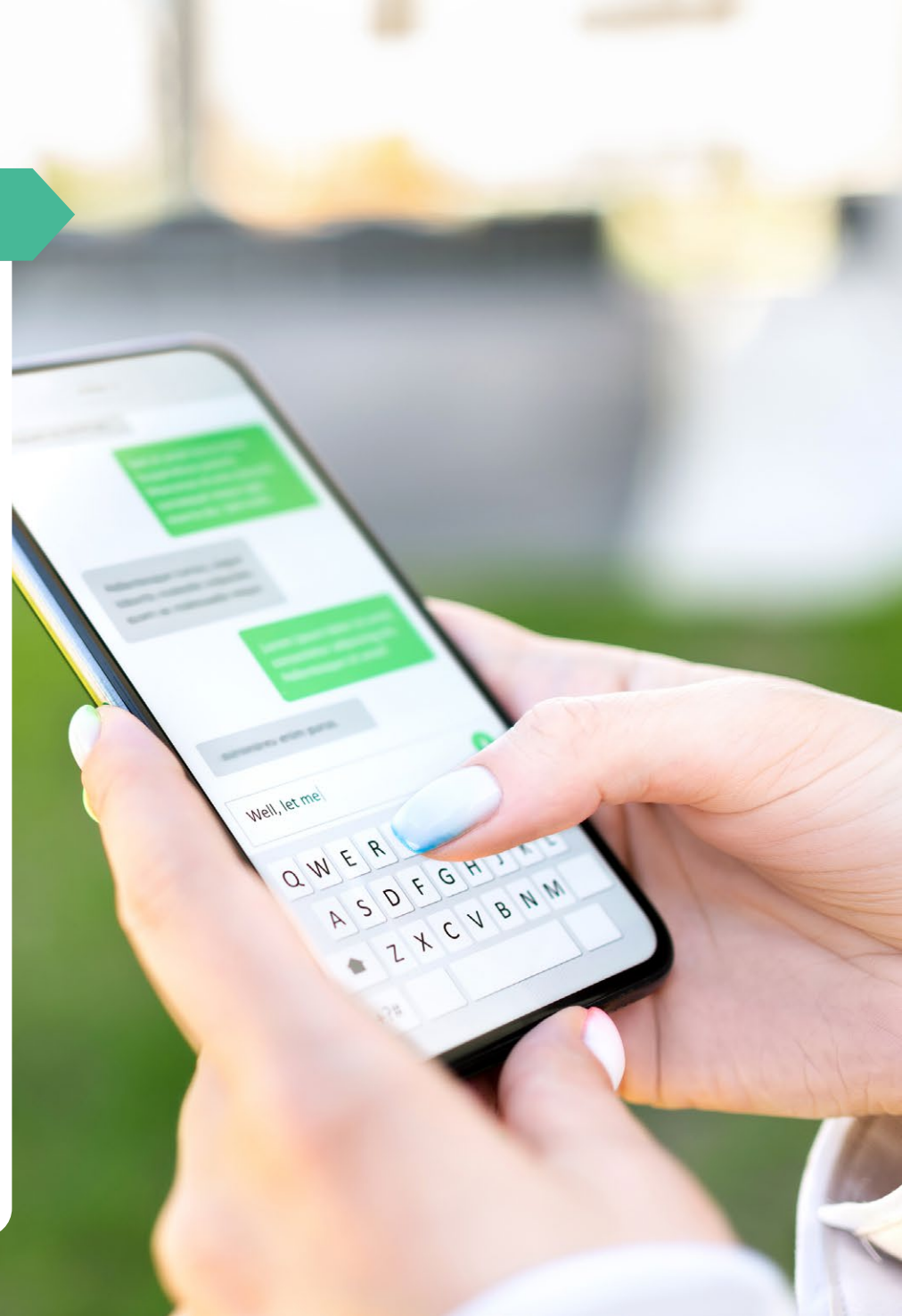
4. Measure What Matters

Measurement goes far beyond the number of messages sent and deliverability (although they are very important). Your SMS measurement should mirror that of email or web analytics. This includes impressions, number of clicks, conversions, time and date, device, and beyond.

Expect the same level of data and analytics from messaging campaigns that you would from any other campaign. And with BLINK, adding UTM parameters is easy, making analytics possible. In fact, BLINK short can include nearly limitless parameters to provide insights into every aspect of your campaign.

Use cohorts to track campaign insights across messages and campaigns. Test A/B text, links, language, and offers. Compare time, day, frequency, and conversion.

And compare SMS engagement alongside web, email, and other mediums and segments based on message type (marketing, promotion, offers, abandoned cart, etc.). Keep in mind that each analytics system has a unique approach so compare and contrast similar metrics across systems.



6. Learning from your Links

Modern tools and APIs make it incredibly easy to send custom links to every recipient with each new message. Create a unique link for every recipient to measure individual engagement. Always use a consistent domain that aligns to your corporate brand or product.

Remember to include click-thru metrics for individual conversions to boost insight and lifetime customer value. Use detailed metrics to isolate minutes-until-click, frequency of clicks to conversion, and individual offer conversions.

Use link purging to terminate expired links for increased security, but make sure there are live fall-back links so there are no dead ends in your flow. Expiring old links also improves security by limiting the number of links to only those links that are active and available.

Until your reputation is established, it may be necessary to use multiple branded domains to avoid carrier blocking. Leveraging a multi-domain strategy for your links can help you avoid costly issues with carriers.



7. Tools Define the Trade

Ultimately, the tools used in the campaign will help determine the maximum success and value of the program. Unifying and synchronizing data across each system will ensure a timely and streamlined experience for the audience and minimize the effort required to maintain the desired experience.

Portability across systems is also critical to avoid lock-in to a system that no longer meets your needs or fails to deliver on their promise.

Using no-code systems like Zapier or Power Automate will streamline transitions between tools with minimal impact to workflows and processes.

Ensure a closed loop data flow from CRM or eCommerce systems through the communications chain so that analytical and conversion insights are available to the right teams (marketing, sales, support, etc).

Keep it simple when building out an end-to-end SMS program to test audience perceptions. Create the proper building blocks from the beginning and scale the tools along with the program for long-term success.





Your Messaging Campaign Launch Checklist

Here are ten best practices to help improve success and learnings from your messaging campaign.

1. Messages are prompt and timely
2. Content is relevant to the recent interactions and offers
3. Message links and numbers are clickable
4. Brand is prominent and recognizable
5. Content is functional on mobile or desktop
6. Message maintains brand tone and voice
7. Analytics measure engagement, conversions, and follow-on campaigns
8. Engagement has a clear call-to-action with steps to easily engage with my brand
9. Meeting or process is in place to review the campaign effectiveness and identify opportunities to improve
10. Tools are configured to rapidly identify engagement and follow-up opportunities and move our audience to the next step of the customer journey

A background image showing several hands holding smartphones, with a green overlay containing text.

Looking for the best links for your messaging campaign?

Since 2008, BL.INK has provided accurate, data-rich links for SMS campaigns, QR codes, and more. With advanced security options including SSO, HIPAA compliance, and the ability to integrate with your existing tech stack, smart brands choose BL.INK.

Reach out and let's talk about how your organization can benefit from BL.INK's enterprise link management.

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