

SMS Campaign Templates



Campaign Type	Message Type	Sample SMS Message	Character Count
Holiday	New Year	[Business Name]: 🎉 Happy New Year, [First Name]! Kick off 2026 with 20% off your favorite items. Shop now: [LINK]. Reply STOP to opt out.	138
Holiday	Valentine’s Day	[Business Name]: 💕 Hi [First Name]! Love is in the air—grab our 2-for-1 Valentine’s special today: [LINK]. Reply STOP to unsubscribe.	134
Holiday	Easter	[Business Name]: Hop into savings, [First Name]! 🐰 Free shipping on orders over \$50 this Easter weekend: [LINK]. Reply STOP to opt out.	136
Holiday	Halloween	[Business Name]: 🎃 Spooky savings are here! All costumes in [Customer's Most Shopped Category] are 15% off until Oct 31: [LINK]. Reply STOP to unsubscribe.	156
Holiday	Christmas	[Business Name]: 🎄 Your past favorites like [Last Purchased Item] are included in our holiday bundle. Grab yours: [LINK]. Reply STOP to opt out.	144
Sales & Promotions	Flash Sale	[Business Name]: 🕒 24-Hour Flash Sale, [First Name]! Get 30% off everything today only: [LINK]. Reply STOP to unsubscribe.	122
Sales & Promotions	Clearance Sale	[Business Name]: Clearance Alert, [First Name]! Up to 50% off select items—while supplies last: [LINK]. Reply STOP to opt out.	126
Sales & Promotions	VIP Sale	[Business Name]: Exclusive VIP Offer, [First Name]! Save 25% on our top products this weekend: [LINK]. Msg & data rates may apply. Reply STOP to unsubscribe.	157
Sales & Promotions	Loyalty Reward	[Business Name]: Thanks for being a loyal customer, [First Name]! Here’s 15% off your next purchase: [LINK]. Reply STOP to opt out.	131

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Product Launch ▼	New Product Launch	[Business Name]: 🎉 Introducing our latest product, [First Name]! Be the first to try it: [LINK]. Reply STOP to unsubscribe.	124
Product Launch ▼	Limited Edition	[Business Name]: Limited Edition Drop! Don't miss your favorite style in [Last Purchased Category]: [LINK]. Reply STOP to opt out.	130
Feature Announcement ▼	Feature Update	[Business Name]: New feature alert, [First Name]! Enhance your experience with our latest update: [LINK]. Reply STOP to unsubscribe.	132
Event ▼	Webinar / Workshop	Don't miss [Business Name]'s free webinar on SMS marketing best practices, [First Name]! Register here: [LINK]. Reply STOP to opt out.	134
Event ▼	In-Store Event	[Business Name]: Join us this Saturday, [First Name], for an exclusive in-store event! RSVP now: [LINK]. Reply STOP to unsubscribe.	131
Event ▼	Virtual Launch Party	[Business Name]: You're invited, [First Name]! Save your spot for our virtual product launch party: [LINK]. Reply STOP to opt out.	130
Customer Engagement & Retention ▼	Birthday / Anniversary	[Business Name]: 🎂 Happy Birthday, [First Name]! Celebrate with 20% off your order today: [LINK]. Msg & data rates may apply. Reply STOP to unsubscribe.	153
Customer Engagement & Retention ▼	Feedback / Survey	[Business Name]: We'd love your feedback, [First Name]! Take a 2-min survey & get 10% off: [LINK]. Reply STOP to opt out.	121
Customer Engagement & Retention ▼	Re-Engagement	[Business Name]: We miss you, [First Name]! Come back and enjoy 15% off your next purchase: [LINK]. Reply STOP to unsubscribe.	126

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Customer Engagement & Retention ▼	VIP / Exclusive Club	[Business Name]: VIP Access for [First Name]! Enjoy early access to our newest items: [LINK]. Msg & data rates may apply. Reply STOP to opt out.	144
Seasonal ▼	Spring	[Business Name]: 🌸 Spring is here in [City]! Get free shipping on orders over \$50, including items you’ve viewed like [LINK]. Reply STOP to opt out.”	150
Seasonal ▼	Summer	[Business Name]: ☀️ Summer Sale, [First Name]! Don’t miss 25% off your favorites: [LINK]. Reply STOP to opt out.	112
Seasonal ▼	Fall	[Business Name]: 🍁 Fall must-haves for [First Name]! Shop our limited-time seasonal collection: [LINK]. Reply STOP to unsubscribe.	131
Seasonal ▼	Winter	[Business Name]: ❄️ Winter is coming! Enjoy 15% off select items you recently viewed: [LINK]. Msg & data rates may apply. Reply STOP to opt out.	144
Reminder/Transactional ▼	Cart Abandonment	[Business Name]: Don’t forget your cart, [First Name]! Complete your purchase and save 10%: [LINK]. Reply STOP to unsubscribe.	126
Reminder/Transactional ▼	Appointment Reminder	Friendly reminder, [First Name]: Your appointment with [Business Name] is on [Date] at [Time]. Reply YES to confirm or STOP to cancel.	134
Reminder/Transactional ▼	Subscription Renewal	[Business Name]: Hi [First Name], your subscription will renew on [Date]. Review your plan here: [LINK]. Reply STOP to unsubscribe.	131
Reminder/Transactional ▼	Payment / Billing Reminder	[Business Name]: Your invoice #[Invoice Number], [First Name], is due on [Date]. Pay now: [LINK]. Reply STOP to opt out.	120