

# Email-to-SMS Conversion Checklist

## 21 simple steps to turn your email list into an SMS community

Adding texting to your store doesn't have to be complicated. This checklist breaks it into 21 manageable steps. Most stores complete the setup in less than a week and see 18–25% of their email subscribers opt in. You've already done the hard part by building your email list. This is just the next step.

### Email sequence timeline

- Schedule Email 1 for Tuesday, 10 AM**  
Subject: Save an extra \$10 on groceries this week.  
Lead with the dollar amount in your subject line.
- Schedule Email 2 for Thursday, 2 PM**  
Subject: How Sarah saved \$150 on groceries last month.  
Real story, real numbers, real savings.
- Schedule Email 3 for Sunday, 6 PM**  
Subject: Last chance for your \$10 text coupon.  
Creates urgency without being pushy.
- Add tracking links to every button and keyword**  
You need to know which email drove signups. Use UTM tags or Text-Em-All's built-in tracking.

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### Compliance requirements

\* Required

- Add explicit opt-in language to your signup \***  
Required: "By providing your phone number, you agree to receive text messages from [Store Name]."
- State how often you'll text**  
Example: "Message frequency varies, approximately 2-3 texts per week."
- Include clear opt-out instructions \***  
Required: "Reply STOP to opt out. Message and data rates may apply."
- Set up automatic STOP processing**  
When someone texts STOP, they get removed instantly. Text-Em-All handles this automatically.
- Never text email subscribers without separate consent \***  
Email permission does not equal text permission. This is the law, not a suggestion.

## ROI tracking

- Write down your starting numbers**  
Email list size, average transaction, weekly foot traffic. You need a baseline to measure against.
  - Track conversions at each step**  
Email opens, clicks, keyword texts received, first purchases from text subscribers.
  - Set up a way to connect texts to sales**  
Unique promo codes work best. Or track by phone number if your POS system allows it.
  - Review numbers every Friday afternoon**  
Weekly check-ins catch problems early. Takes 10 minutes.
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## First 30 days of text ideas

- Week 1: Send the welcome series**  
Day 1: Welcome and \$10 coupon.  
Day 3: How to redeem reminder.  
Day 7: First flash sale.
  - Week 2-3: Build the habit**  
Tuesday special previews, Thursday flash sales, Saturday weekend deals.  
Same schedule every week.
  - Week 4: Test your timing**  
Try 10 AM vs 3 PM sends. Track which time gets better redemption rates.
  - Plan month 2 before month 1 ends**  
You don't want to scramble for ideas. Schedule your holiday promos and inventory alerts now.
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## Segmentation strategies

- Pick your top 3 customer groups**  
Examples: organic shoppers, deli regulars, coupon users, premium wine buyers.
- Write different messages for each group**  
Organic buyers hear about organic arrivals. Deli lovers get prepared food alerts. Simple as that.
- Set up separate keywords for each segment**  
Examples: Text ORGANIC to 555-0123, Text DELI to 555-0123.  
Makes tracking easier.
- Prepare for Catapult integration**  
Once ECRS goes live, your purchase history segments will sync automatically.  
Clean your data now.

## Track your success

Metric	Target	Your result
Email-to-SMS conversion rate	18–25%	
First text redemption rate	25–35%	
Weekly opt-out rate	Under 2%	
Average order increase	\$20–30	
Text open rate	95% or higher	

## What to do next

Visit [text-em-all.com/convert-your-email-list-to-text-subscribers](https://text-em-all.com/convert-your-email-list-to-text-subscribers) for copy-paste email templates, the full compliance guide, ROI calculator, and video walkthrough. Everything is free, no signup required.

### Need help?

Call 877-226-3080 or email [support@text-em-all.com](mailto:support@text-em-all.com). Real humans answer Monday through Friday, 8am to 6pm Central. We've helped thousands of stores do exactly what you're about to do.

