

TECOBI

SPEED | EXCELLENCE | RESULTS | GROWTH

TEXTING BEST PRACTICES

All messaging should be **conversational** with the intent of **driving engagement**, not just spamming your customers.

Below you will find some best practices to help.

To improve engagement, use conversational tones, introduce yourself and your store, personalize messages with customer names, send messages in smaller batches, space out messages, vary content daily, and ask questions to encourage customer interaction.

Avoid overly sales-focused messages, yes/no questions, language mixing, sharing credit app/website links, repetitive messaging, and sending mass texts in quick succession to improve communication quality.

ROCKSTAR EXAMPLES

📱 Hi {{ first_name }}, it's {{ assignee }} from {{ company_name }}! New digits, same old question: still in the market for a vehicle? 🚗

👍 Hi {{ first_name }}, it's {{ assignee }} from {{ company_name }}! This is my new number. You still looking for a ride? 🚗

📞 Hello {{ first_name }}, it's {{ assignee }} from {{ company_name }}! Just updated my number and wanted to check if you're still on the hunt for a car. 🚗

🚗 Hey {{ first_name }}, it's {{ assignee }} from {{ company_name }}! Just wanted to share my new number and ask if you're still on the lookout for a car. 📞



TEXT DEMO TO 720-706-1135
www.TECOBI.com