



8 Shopify Stores With Outstanding SMS Campaign Results That You Can Copy This Christmas Season

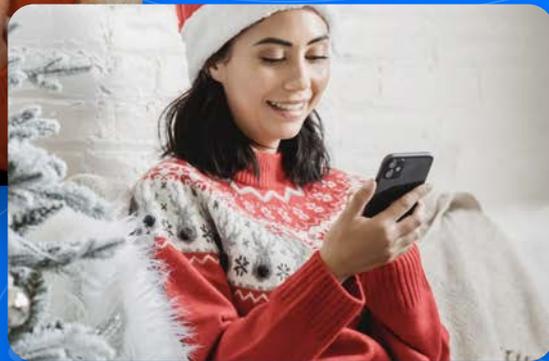


Table of Contents

2

What You Can Learn From This Guide (This Is Your TL;DR)

4

MamaSezz

5

Design Dua

6

Vanity Table (Daily & Co)

7

Her Juice Bar

8

APRICOAT

9

Bella All Natural

10

PRO Hair Tie

11

Eternal Light Candles

12

What's Your Next Step?

What You Can Learn From This Guide (This Is Your TL;DR)

The BFCM season makes November the favorite month of the year for most online store owners, bringing in record amounts of revenue each year. But the shopping fever is not over yet! As we just entered December, the month of Christmas and the preparation for New Year's resolutions, it's time to get into your subscribers' inboxes.

We analyzed the November results of 8 Shopify stores from different sizes, industries, and backgrounds. All of these merchants achieved great success with Recart's SMS campaigns, and in this guide, we've taken their best-performing campaigns apart, so that you can learn what made them great and how you can apply their strategies to your store this month!

Even though these merchants differ in multiple ways, we found plenty of common denominators among their SMS campaigns:

1. All of them sent at least four SMS campaigns during November.

Does the idea of sending messages to your subscribers every day make you feel uneasy? You might worry about wasting money in case people find your promotions spammy and block your number, stop purchasing from you, or simply lose interest in your frequent messages.

The eight examples we collected for you are here to prove you otherwise.

On average, these merchants sent 6 messages in November, and you'll see merchants that sent messages for four, six, or even eight consecutive days! Yet, as you'll be able to learn, the messages still reached a good ROI with high revenue, and **the average unsubscription rate was just around 2%**, which is a completely normal, expected result!

While you might want to dial back on your messages during the off-season, sending frequent messages during the BFCM and Christmas period is crucial.

The reason? All the online stores flood their customers with messages during these busy shoppers' holidays! Their attention is pulled to a million directions, so you need to stand out from the crowd and constantly remind them of your brand and special offers.

Still concerned that your subscribers wouldn't be happy with your promotional messages? You can add a version of the following message to your texts:

'If you want to unsubscribe, reply with the word STOP and you won't receive more SMS from us anymore.'

2. Even the worst campaign achieved a higher click-through rate than email campaigns usually do.

When your email campaigns reach 2%, you're probably satisfied: promotional emails rarely get a higher CTR than that.

SMS campaigns are a different story.

The lowest result we got from our merchants is a CTR of

2.5% which is still an impressive result with great ROI; and on average, our merchants reached **6.52% CTR**. As you will see, more than one of these brands reached a click-through rate that was higher than **10%**!

Would you ever be able to reach such a high CTR with your email campaigns? 🤔

3. All campaigns followed the same marketing elements and you can copy them from this guide.

While all these campaigns are great and creative, their formula is simple. No magic, just reliable marketing strategies. They're all unique in their ways, but they share these elements:

- **They chose conversational, casual language over being overly salesy**
- **They address the subscriber in an appropriate, on-brand way (e.g. Hey babe)**
- **There's scarcity with a clear, specific deadline.** (e.g the sale ends in 24 hours, or tonight at 7 PM ET) **that urges subscribers to act fast**
- **The amount of the discount is clear (e.g. 40%)**
- **There is no clutter: the messages are kept short and sweet**

As you will see in the guide, each brand adds its own twist to this formula, and some of them might work better than others for your store too.

Read on to learn more about the strategies these brands followed, see the results they achieved, and copy their best-performing messages!



30-day results:

- \$33,565 total revenue in November
- \$12,023 revenue from one-off SMS campaigns (35.2% of total revenue)
- 2,925 total SMS subscribers (as of November 30th, 2021)
- 8 SMS campaigns sent in November
- 52X average ROI of all November campaigns

The screenshot shows an SMS campaign interface. At the top, a blue header bar contains a flag icon and the text "EBFS || Guaranteed We...". Below this, a white box displays performance metrics: "1,301 sent", "4% CTR", and "\$2,032 sales". To the right of these metrics are icons for a copy and a trash can. The main content area shows a message preview with a placeholder "{SiteName}" followed by the text: "\$20 Off Guaranteed Weight Loss Bundle Flash Sale ends tonight at 7 PM ET." Below this, it says "Use Code: WeightLossBCFM" with the code highlighted in a blue box, and a URL "gho.io/discount-code-url" in blue. At the bottom right of the preview, it says "137 / 1 SMS" with an information icon. A blue button labeled "Add follow-up" is located at the bottom center of the interface.

Best-performing campaign:

MamaSezz sent out 8 campaigns in November 2021. Even though they didn't do promotions on Black Friday week, their campaigns reached an average of **52X ROI**. Their number one campaign achieved an impressive 158X ROI.

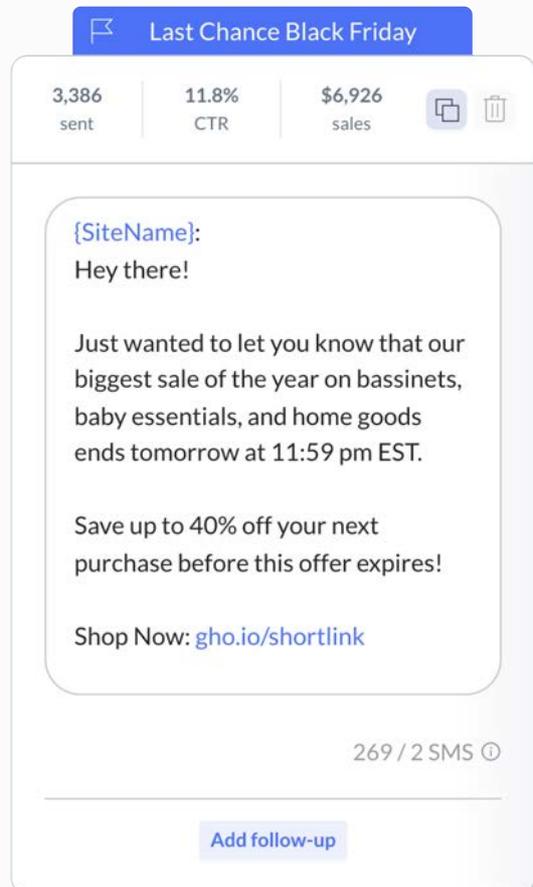
Sent out on November 14th to only their previous customers, the merchant made **\$2,032** with this campaign (**16%** of the total revenue made with November SMS campaigns), while having spent only **\$19 USD** on it.

The message is short and to the point. Mamasezz starts the message with a \$20 discount, making the offer more attractive by adding a short, specific time limit (tonight at 7 PM ET).

With Recart's 200 MPS, sending a limited-time offer is possible, even if your list is big.

30-day results:

- \$56,568 total revenue in November
- \$31,864 revenue from one-off SMS campaigns (56.33% of total revenue)
- 3,639 total SMS subscribers (as of November 30th, 2021)
- 6 SMS campaigns sent in November
- 49.5X average ROI of all November campaigns



Best-performing campaign:

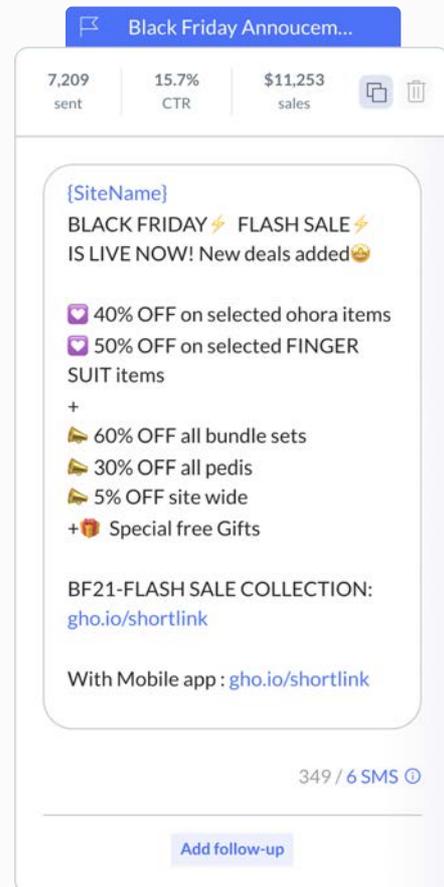
Design Dua achieved an average of **49.5X ROI** with their 6 November SMS campaigns. Their number one campaign of the month, sent on November 18th, has reached an outstanding **103X ROI** and generated **\$6,926** in sales (**21%** of their total revenue from November SMS campaigns).

The text message is a gentle reminder that their current 40% off sale is about to end. While the message is not pushy, it communicates a clear deadline, so subscribers know that they need to act fast if they don't want to miss out on this great deal. Design Dua managed to reach a **11.8% CTR** with this single message, which is way higher than the average.

VANITY TABLE

30-day results:

- \$107,941 total revenue in November
- \$20,935 revenue from one-off SMS campaigns (19.39% of total revenue)
- 9,639 total subscribers (as of November 30th)
- 4 SMS campaigns sent in November
- 21.5X average ROI of all November campaigns



Best-performing campaign:

Vanity Table sent out 4 SMS campaigns in total, with an average of **21.5X ROI**, and their top-performing November campaign achieved a **33X ROI**. Both are impressive numbers for a list of **over 300K subscribers!**

Their number one campaign was sent on November 26th, on the day of Black Friday, announcing a flash sale. The campaign made **\$11,253**, **53%** of its total revenue from November SMS campaigns.

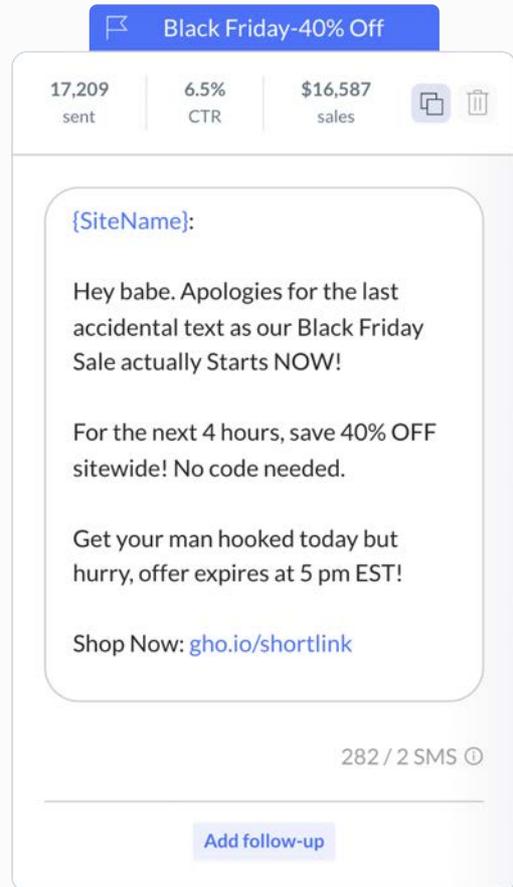
In this single-SMS campaign, sent to all their subscribers, we can see multiple discounts, depending on the category of the item. In this case, it's the specificity that makes Vanity Table's campaign attractive: instead of saying "all items" we get a better idea and a mental image of the types of products we could get at a lower price.

There's also an added element of surprise with the Special free Gifts. No wonder this campaign got such a great CTR, too!



30-day results:

- \$106,054 total revenue in November
- \$31,531 revenue from one-off SMS campaigns (29.73% of total revenue)
- 17,816 total SMS subscribers (as of November 30th, 2021)
- 4 SMS campaigns sent in November
- 21.5X average ROI of all November campaigns



Best-performing campaign:

Her Juice Bar sent 4 campaigns in November 2021, averaging a **21.5X ROI**.

The number one campaign for the month reached **49X ROI**, bringing in **\$16,587** for the merchant. This revenue is **52%** of the total revenue that the brand made with its November SMS campaigns.

This Black Friday campaign, sent on the actual Black Friday day, November 26th, was sent to all their subscribers who hadn't made any purchase since November 10th of the same year.

True to the nature of the brand, Her Juice Bar kept the text message causal and personal, in only one text message, with an extremely limited time (only 4 hours) and a generous 40% off discount.

30-day results:

- \$12,524 total revenue in November
- \$6,598 revenue from one-off SMS campaigns (52.68% of total revenue)
- 3,590 total SMS subscribers (as of November 30th, 2021)
- 8 SMS campaigns sent in November
- 19X average ROI of all November campaigns

🚩
Black Friday - s3

2,432 sent	5.4% CTR	\$1,100 sales	📄 🗑️
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{SiteName}: Adventurer, LAST 24H to gear up with huge savings! Plus 60-Day Returns + Free US Shipping. Discover all deals at gho.io/shortlink

150 / 1 SMS ⓘ

Add follow-up

Best-performing campaign:

APRICOAT sent 8 SMS campaigns in November, 6 of them on consecutive days between November 23rd and 29th. Even though the frequency might seem high, their campaigns for the month still reached an average of **19X ROI**.

Their top-performing campaign, with a **46X ROI**, was sent on November 26th (Black Friday), and brought in **\$1,100** in sales, with is **16%** of the merchant's total revenue from November SMS campaigns.

The Black Friday campaign is a short, 150-character text message with no visuals, yet resulted in a high, **5.4% CTR**.

The message starts with a friendly, brand-specific addressing (Adventurer, referring to the fact that APRICOAT sells clothing for adventure-centric people), and then cuts right to the chase: the limited time ('LAST 24H') and the huge savings that shoppers can expect. No need for any more noise!

30-day results:

- \$130,873 total revenue in November
- \$76,827 revenue from one-off SMS campaigns (58.70% of total revenue)
- 88,290 total SMS subscribers (as of November 30th, 2021)
- 7 SMS campaigns sent in November
- 11X average ROI of all November campaigns



Best-performing campaign:

Bella All Natural sent 7 campaigns in November 2021, averaging an **11X ROI**. Their best campaign got a **19X ROI**, a high number for a big list like that of Bella All Natural.

Their Black Friday offer (sent on November 25th, just a day before shoppers' favorite Friday), made **\$19,055 in revenue**: 24% of the total revenue from November SMS campaigns. The merchant sent the campaign to all their SMS subscribers and enhanced the experience with a colorful image containing the discount and coupon code.

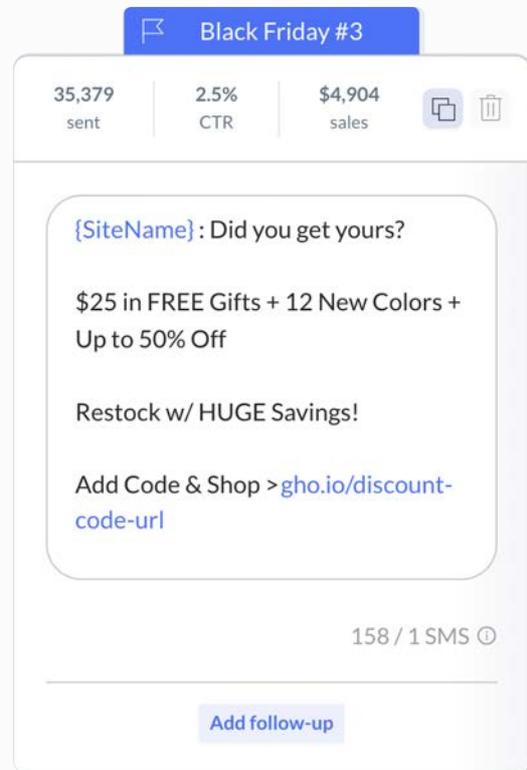
The message starts in a casual, conversational style (feels like a message from a friend), and reminds shoppers of the biggest sale of the year. **With Recart's 200 MPS**, sending a limited-time offer is possible, even if your list is big.

As we've seen before, the campaign contains 3 important elements: It's concise, contains an attractive discount, and the deadline urges shoppers to act ASAP.



30-day results:

- \$26,436 total revenue in November
- \$21,443 revenue from one-off SMS campaigns (81.11% of total revenue)
- 43,507 total SMS subscribers (as of November 30th, 2021)
- 4 SMS campaigns sent in November
- 11X average ROI of all November campaigns



Best-performing campaign:

PRO Hair Tie focused its four November campaigns around the Black Friday weekend, between November 24th and 29th. On average, these campaigns reached an 11X ROI.

Their Black Friday campaign, sent on November 26th, was the most successful, having reached a **14X ROI** and **\$4,904** in revenue. This revenue is **22% of the total revenue** from the merchant's November SMS campaigns.

The online store chose a simple text format for their SMS campaigns, starting off with a powerful question (PRO Hair Ties: Did you get yours?), to make subscribers think about their outstanding hair tie products.

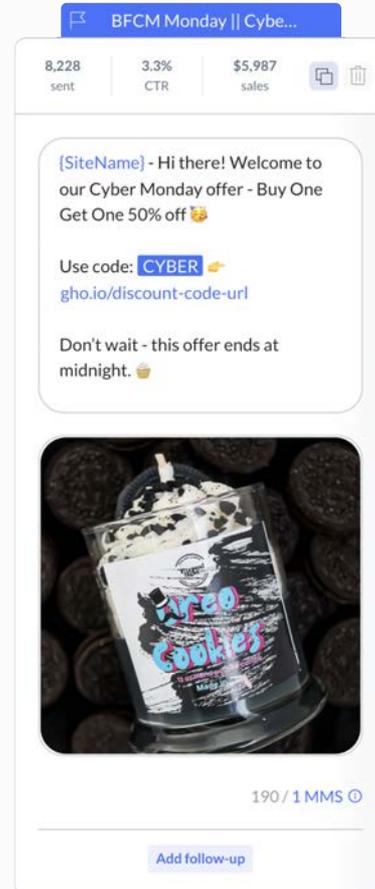
Then, without any fluff, they present their offer: the value of free gifts and the amount of discount they can get. In this message, there's also an element of novelty: 12 new colors added to the store! For hair tie enthusiasts, this immediately creates an exciting, visual image.

To summarize, the point of the entire message is to announce all the savings and let shoppers know that they still have a wide range of products.



30-day results:

- \$49,493 total revenue in November
- \$23,019 revenue from one-off SMS campaigns (46.51% of total revenue)
- 8,327 total SMS subscribers (as of November 30th, 2021)
- 9 SMS campaigns sent in November
- 10X average ROI of all November campaigns



Best-performing campaign:

Eternal Light Candles texted their SMS list daily between November 21st and 29th and their November campaigns reached an average of **10X ROI**.

The top-performing campaign of the month was sent on November 29th (Cyber Monday) and reached a **24X ROI**. This one campaign alone has brought in **\$5,987** in revenue, which is **26%** of all revenue generated from SMS campaigns during the month.

Just like all their campaigns, they choose an MMS format for their number one campaign: the message includes a text and an image of one of their candles.

While the image makes the message eye-catching, the copy itself is short and gets to the point immediately, which is a Buy 1 Get 1 Cyber Monday offer. Eternal Light Candles communicates the amount of the discount and the deadline clearly, taking advantage of the scarcity effect.

What's Your Next Step?

Christmas is right around the corner, with most opportunities to boost your Q4 revenue with flash sales and promotions that your subscribers are already expecting!

We urge you to create your sequence of SMS campaigns now, following the formula from our guide, so that you can start sending them ASAP.

Need help getting started? Contact our Sales or Customer Success team who will be more than happy to set up your high-converting SMS campaigns to make the most of you Shopify store all year long!

Get a [28 Day Free Trial](#) or [Book a Live Demo](#) to grow revenue on autopilot.