

Strategies for using SMS text messaging to drive mobile engagement

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Outline

- ❑ The rise of mobile messaging
- ❑ How Edmunds.com is using SMS
- ❑ Strategies and emerging patterns
- ❑ A look across different verticals

The rise of mobile messaging

- ❑ My journey here
- ❑ Social norms are changing
- ❑ Moving from notifications to conversation
- ❑ SMS as the quintessential user interface?
- ❑ Email sucks

How Edmunds.com uses SMS to connect shoppers & dealers



Examples from the new paradigm

- ❑ Nordstrom- TextStyle
- ❑ Digit- the sms savings plan
- ❑ Personal assistant via SMS- Operator, Magic
- ❑ Marriott- text based concierge
- ❑ Facebook Messenger-
 - ❑ Messenger for business as an e-commerce platform
 - ❑ M- Text based virtual assistant

Strategies and patterns

- ❑ SMS only- Simply a contact

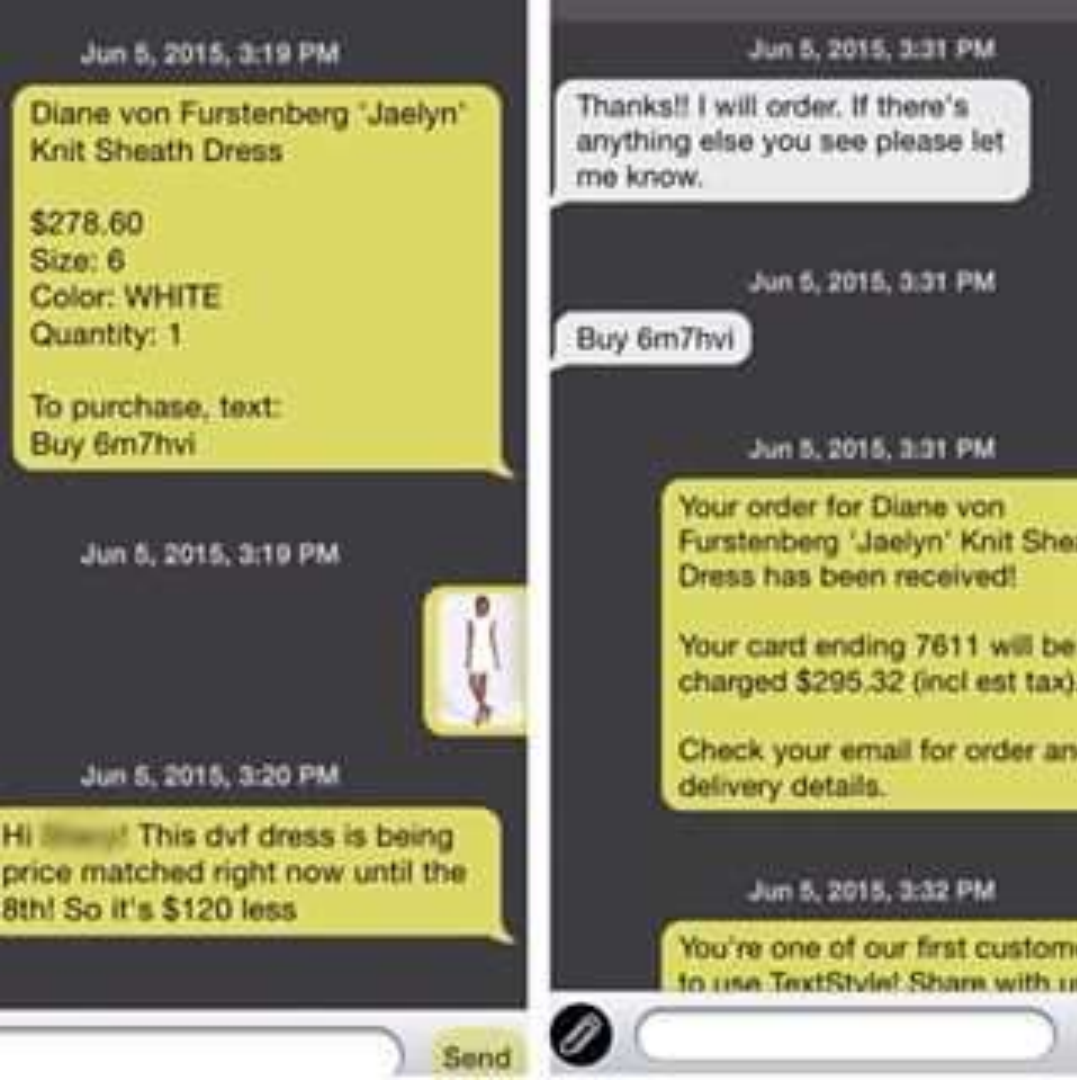
 - ❑ no app, no website, no storefront

- ❑ “Conversational commerce”

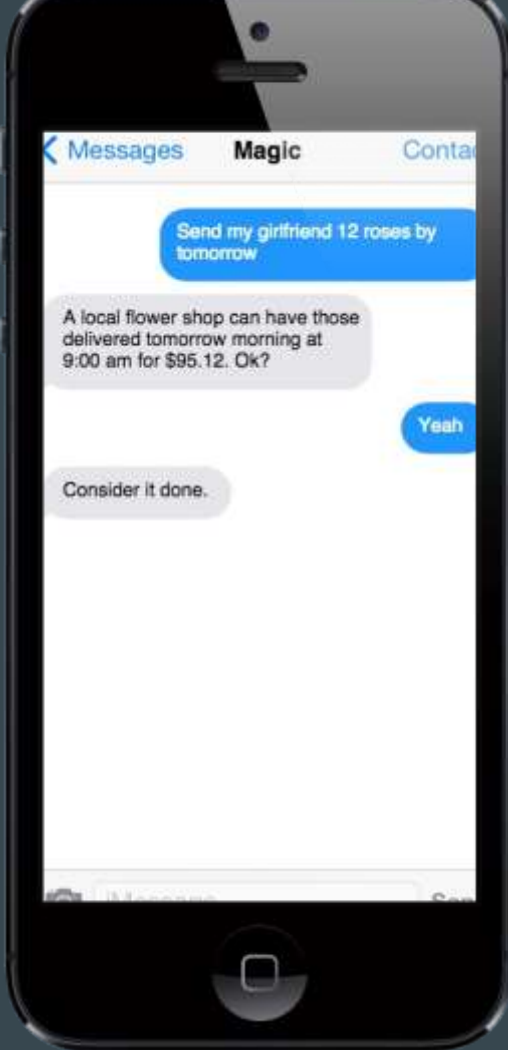
- ❑ Internal to external- exposing tools to partners

- ❑ Platform- leveraging traffic beyond your domain

Nordstrom TextStyle



Magic- UI/UX



Facebook “M” virtual assistant

