Why short SMS campaigns often outperform long marketing emails

Short messages, stronger impact

Most people receive far more emails in a day than they can open. Many of those emails are marketing messages, often long and packed with images, links and offers. The result is that a large share of promotional emails never get opened, and even fewer lead to a response. SMS campaigns work differently. A short text message, often under 160 characters, arrives in the inbox that people check almost immediately. The format itself encourages a quick glance and, often, a quick action.

Why does brevity win? The answer lies partly in how people use their phones. Email has become a cluttered space where messages from friends, newsletters, receipts, and promotions all compete. SMS, on the other hand, remains a relatively clean channel. Most users still treat text messages as personal and urgent. When a well-crafted SMS arrives, it stands out. The reader sees the sender and the first few words, and if those words are relevant, the chance of a click or a reply is high. This is especially true when the message contains a clear offer or a direct call to action.

For businesses running **SMS-kampanjer**, the lesson is to keep the message tight. A long text that tries to explain too much defeats the purpose. The best SMS campaigns focus on one thing: a discount code, a reminder, a link to a limited-time deal, or a simple question that prompts a response. The reader should understand the value in under five seconds. If they have to scroll or read twice, the moment passes. That is why the art of writing a short, effective SMS is about choosing words with care. Every character counts, and the tone must match the brand without feeling pushy.

A common mistake is to treat SMS like a mini-email. Some businesses write paragraphs, include multiple links, or try to tell a story. That approach ignores the reality of how people read text messages. They scan, they decide, they act or ignore. A message that looks like a wall of text often gets dismissed. Instead, the message should state the benefit, then the action. For example: "Your 20% off code expires tomorrow. Tap here to shop." That is direct, clear, and gives the reader a reason to click now.

Speed and timing matter

Another advantage of SMS is speed. An email campaign might sit in an inbox for hours or days before it is seen. An SMS, especially if timed well, is typically read within minutes. That means a business can send a flash sale alert at lunchtime and see results before the afternoon is

over. For time-sensitive offers, SMS is hard to beat. The key is to respect the reader's time and not send messages too often. A few well-timed texts per month can build a habit of checking and responding, while daily messages often lead to opt-outs.

Timing also affects the click-through rate. Sending an SMS during work hours, when people are busy, might reduce engagement. Sending it late in the evening can feel intrusive. The sweet spot often falls around midday or early evening, when people are taking a break and have their phone in hand. Testing different times for a specific audience helps refine the schedule. Since SMS campaigns are relatively inexpensive to run, testing a few time slots is practical and can improve results significantly.

What works in an SMS campaign

An effective SMS campaign starts with a clean subscriber list. People must have opted in, and the message should remind them why they signed up. A welcome message after sign-up sets the tone and confirms the value. After that, each message should feel like a natural update, not a sudden sales pitch. The best campaigns build a rhythm: a weekly tip, a monthly offer, or a reminder before a deadline. Consistency helps the reader recognise the sender and expect the message.

The content of the message matters as much as the timing. A message that says "Check out our new arrivals" is vague. A message that says "New jackets just landed - 15% off for you today only" gives a clear reason to click. The call to action should be one tap away. If the goal is a sale, the link should go directly to the product page, not a homepage. If the goal is a sign-up, the link should open a simple form. Every extra step reduces the chance of conversion. That is why the phrase budskap som leder till klick is central to SMS strategy: the message itself must be crafted to prompt an immediate response. Without that clarity, even a well-timed text can fall flat.

Comparing SMS and email

Email has its strengths. It allows for long-form content, rich media, and detailed tracking. For newsletters, product guides, or brand stories, email is a natural choice. But for direct response, SMS often performs better. The open rate for SMS is typically much higher than for email, and the time to action is shorter. That does not mean one replaces the other. Many businesses use both channels together: an email to announce a campaign, then an SMS reminder to the same audience a day later. That combination can lift overall response rates.

One risk with SMS is the limited space. You cannot explain a complex offer or include multiple options. If the offer needs context, email is better. But if the offer is simple and the audience already knows the brand, SMS works well. Another consideration is cost. SMS campaigns

usually cost per message, so sending to a large list can add up. However, the higher engagement often justifies the cost. For a small list of engaged subscribers, the return can be strong. For a cold or unsegmented list, email might be more economical.

Practical steps for better SMS campaigns

Start with a clear goal. Is the aim to drive traffic, generate leads, or increase sales? Each goal shapes the message. Next, segment the list. Sending the same message to everyone rarely works. Group subscribers by behaviour, purchase history, or preferences. A message for repeat buyers might thank them and offer a loyalty discount, while a message for new subscribers might offer a first-purchase deal. Personalisation, even just using the recipient's name, can lift response rates.

Keep the message short. Ideally under 160 characters, though longer messages are possible if the content is still scannable. Use a clear sender name. People are more likely to open a message from a brand they recognise than from a random number. Include an opt-out instruction, as required by law, but make it simple. A reply of "STOP" should work. Finally, track results. Look at click rates, conversion rates, and opt-out rates. Use that data to refine future messages. Over time, the campaign becomes more efficient because the audience tells the business what works through their actions.

The core idea remains: a short, focused message that respects the reader's time can achieve more than a long, carefully designed email. In a world where attention is scarce, SMS campaigns offer a direct line to the person who matters most - the reader. And when the message is right, it creates a *budskap som leder till klick*. That is the real strength of SMS marketing, and why so many businesses are adding it to their mix.