

Welcome Message Guide

You introduce yourself when meeting someone new right?

Do the same thing when texting your subscribers for the first time!



Cue the welcome message

The welcome message is an introduction to your audience. It's a chance to let them know who you are and why you are talking to them.

What makes a good welcome message?

A good welcome message is the love child of an elevator pitch and a social media bio: personable, but tells the audience what you're all about. It's a great way to set expectations for your audience and solidify a tone for your channel.

Tips for an effective welcome message:

1. **Set Expectations:** What is this texting channel about? How often will you text? Who is sending these texts? Here's where you can set the table for future communications.
2. **Save the Contact Card:** Consider adding a line at the end of your welcome message encouraging new subscribers to save your contact card so in the future they'll always know it's you.
3. **Ask Questions:** Feel out your audience. Incorporate questions such as "what do you want to know from me" or "what's your name." It's a great ice breaker!

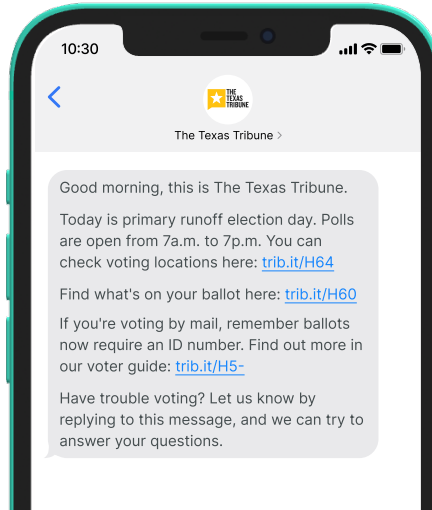
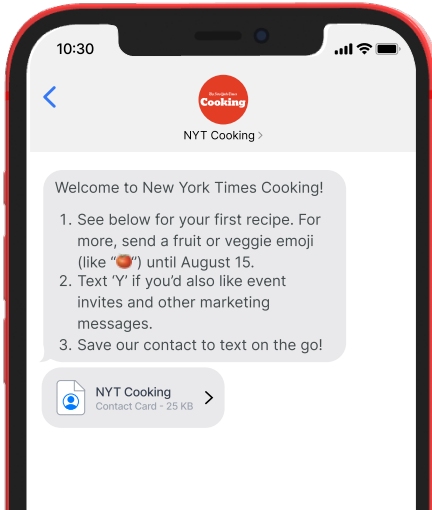
Your welcome message can also include "keywords."

Keywords are special words that users can text back that tag them into specific groups. You can then target these groups with more personalized content!

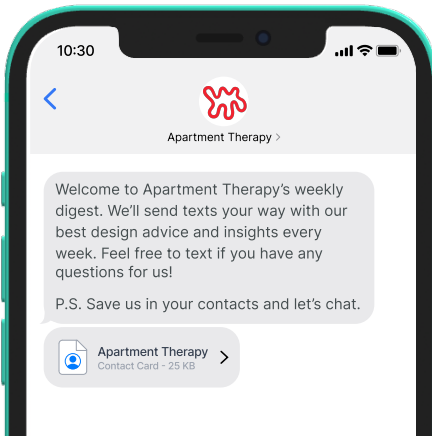
***Note:** A keyword must exist before we add it to your welcome message. Check out our segmentation tutorial for more details!*

Examples

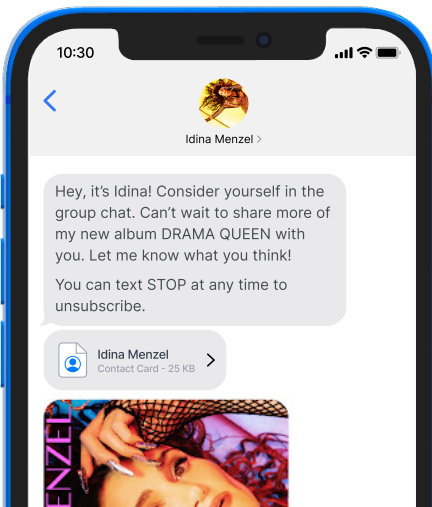
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Lifestyle



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