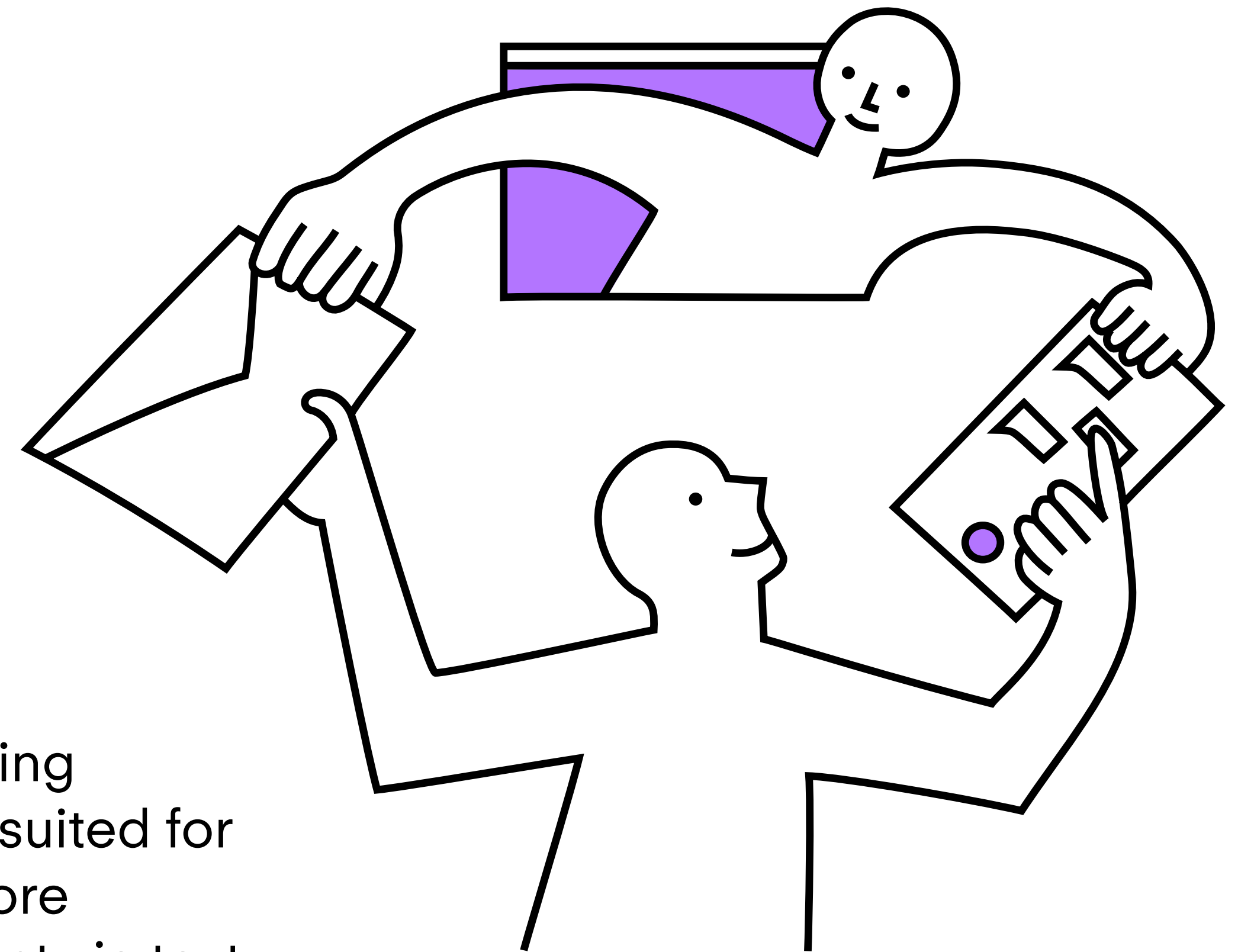


EMAIL VS. SMS MARKETING: WHICH IS *BETTER*

For decades, email has been the tried-and-true channel for sending mass messages. However, SMS has picked up in popularity as a fast, reliable way to connect with fans. **So, when it comes to email marketing vs. SMS marketing, which one is better?**

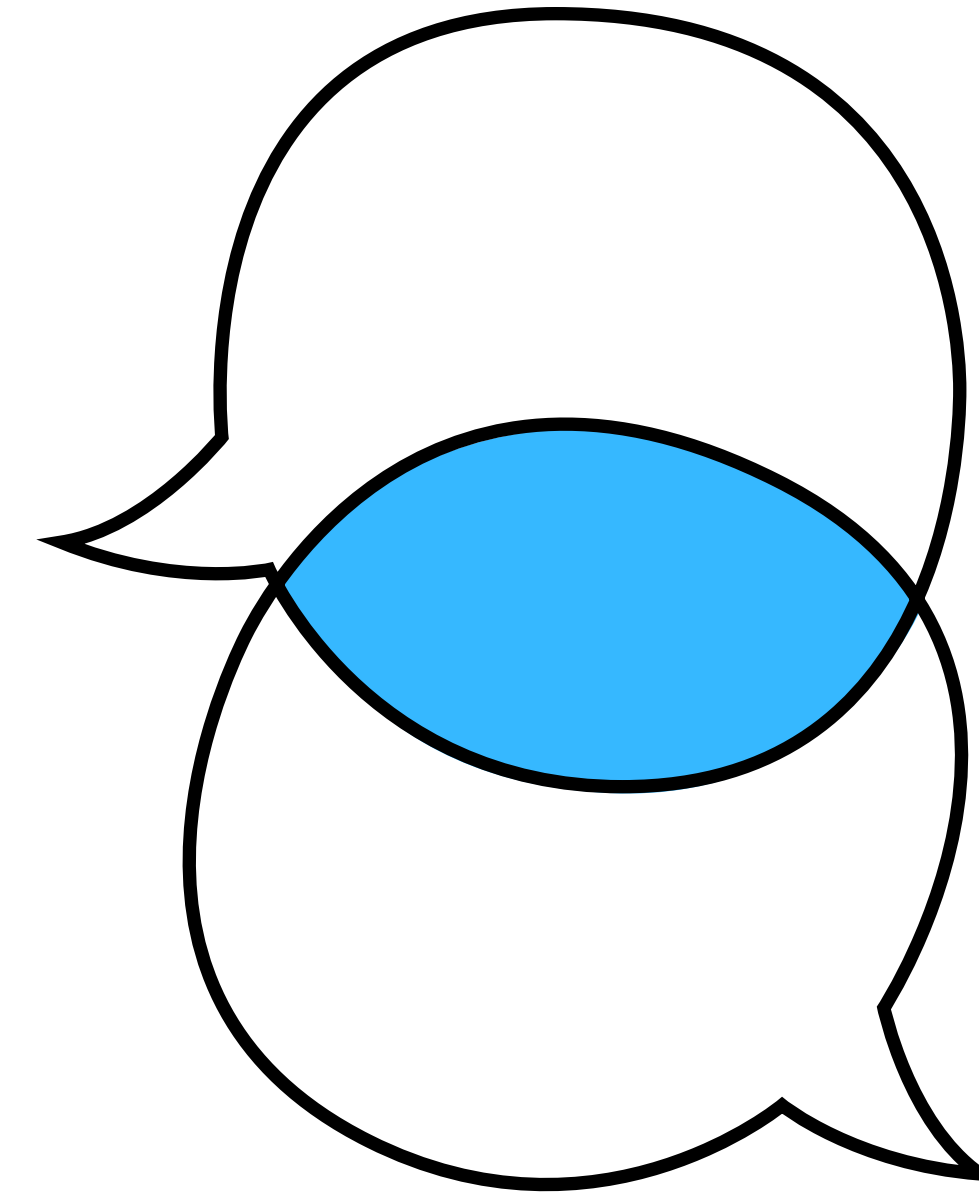
While some marketing messages are best suited for email, others are more successful when sent via text. Today, we'll explore the pros and cons of each and help you determine the best approach for different use cases.



WHEN TO USE **SMS**

SMS is most successful for action-oriented communications that need to cut through the noise fast. It's all about urgency and personal connection. SMS is ideal for sending:

- **Urgent updates:** Time-sensitive alerts, last-minute changes, or day-of-event notifications.
- **Quick actions:** Drive immediate responses for things like presale or on-sale announcements and ticket upgrades.
- **Personal touches:** Send VIP offers, thank-you messages, or exclusive content directly to fans.



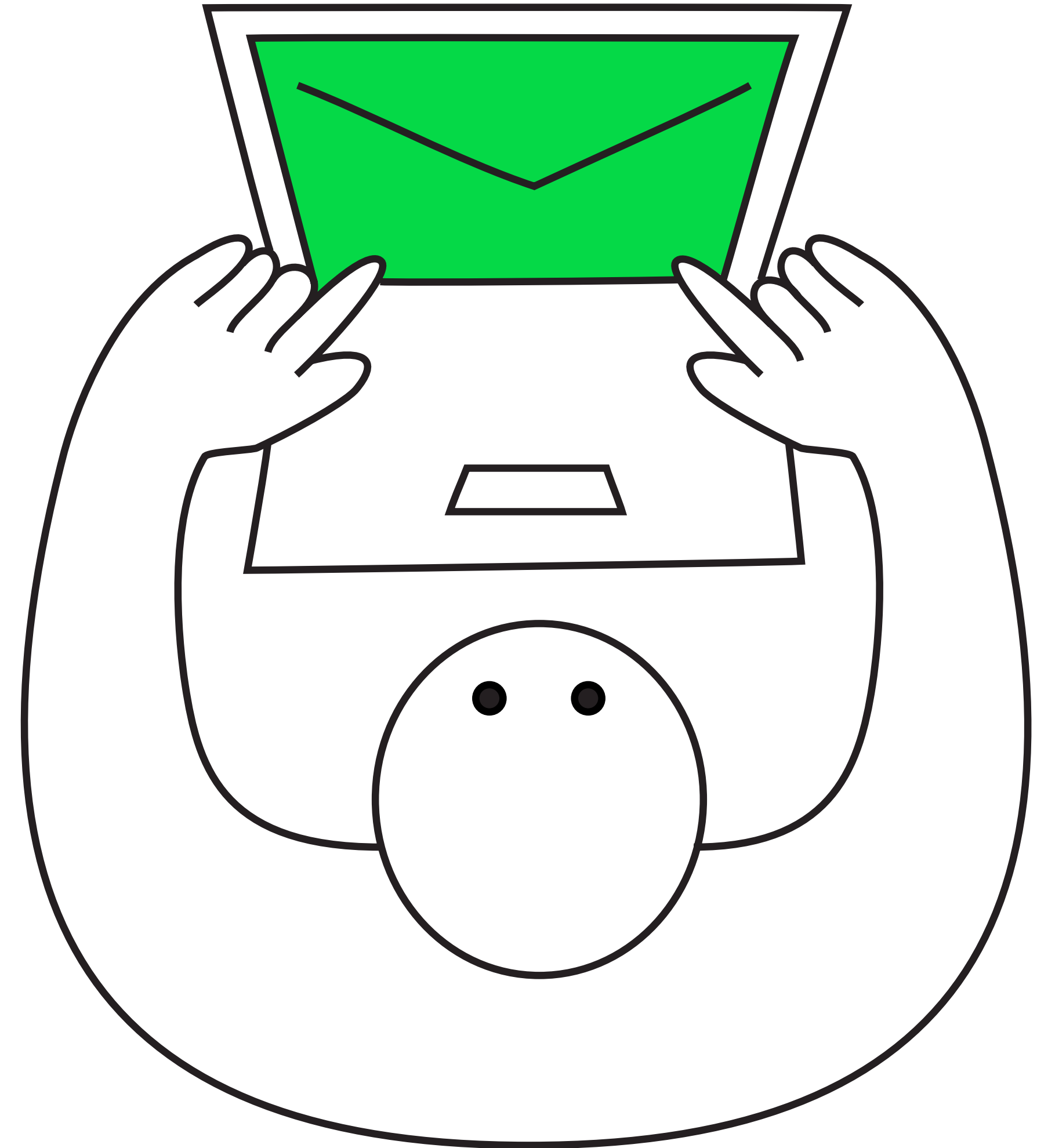
Note: The standard SMS throughput is 100 messages per second. A higher throughput can always be purchased for large-scale events, like festivals, to ensure more attendees receive urgent information in a timely fashion.

WHEN TO USE *EMAIL*

Email is your go-to for delivering in-depth information and non-time-sensitive communications. This is when subscribers expect substance and engagement.

Email is ideal for sending:

- **Detailed information:** Share things like lineup announcements, detailed venue info, and ticketing instructions.
- **Scheduled communication:** Perfect for regular updates like newsletters or pre-event info emails.
- **Rich content:** Showcase highlight reels, artist spotlights, or visuals that need more space to shine.



NAVIGATING POTENTIAL *ISSUES*

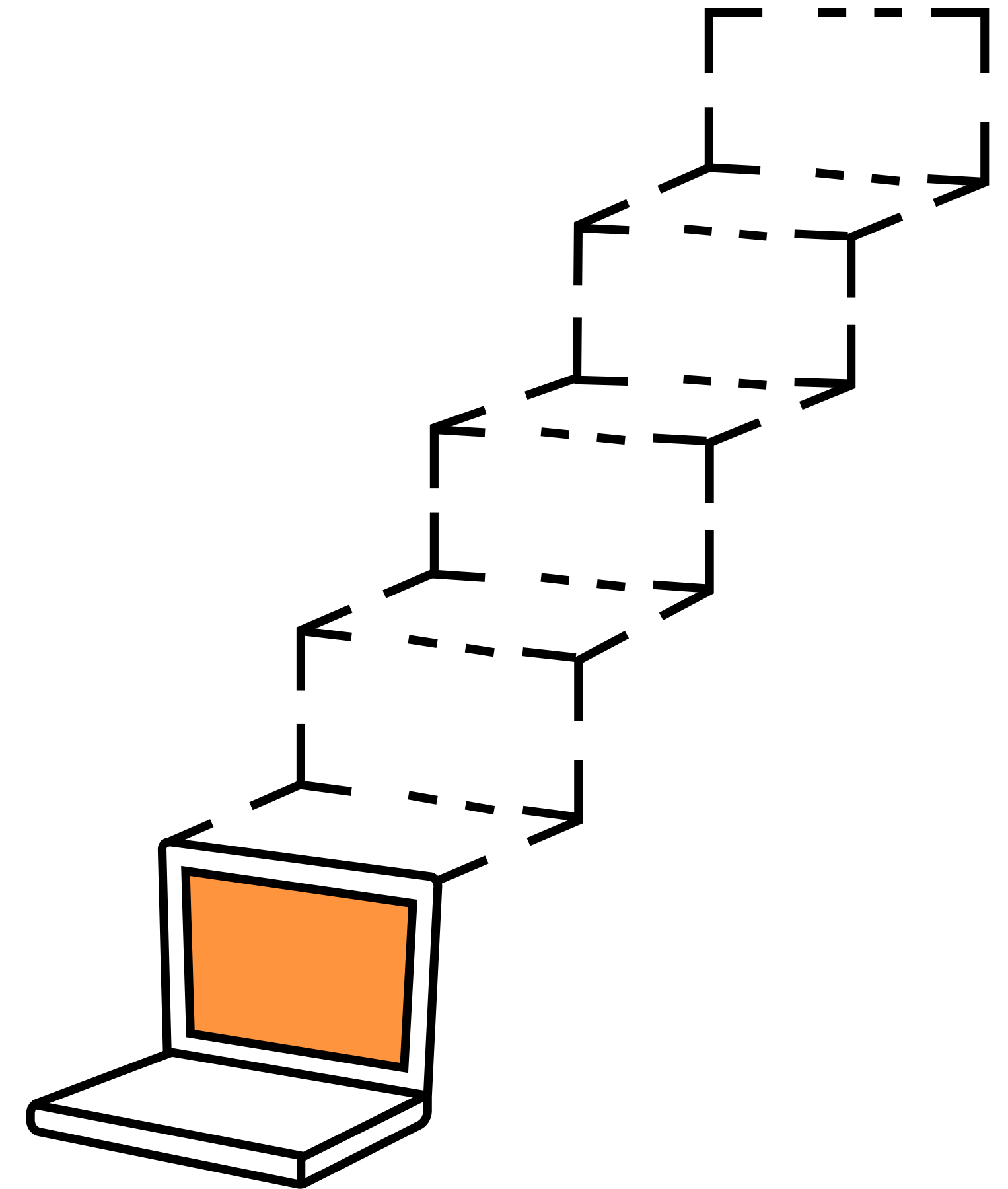
No channel is perfect. However, understanding these challenges can help you refine your approach.

Email challenges:

- **Spam filters:** Avoid getting lost in the spam folder by following best practices.
- **Overload:** Combat inbox fatigue by ensuring your emails stand out.
- **Design:** Choose a design that captures attention and enhances readability.

SMS challenges:

- **Character limit:** Convey click-worthy messages within 160 characters.
- **Consent:** Ensure legal compliance with opt-in regulations.
- **Cost:** Balance the cost per message with the high engagement rates SMS offers.



COMBINING EMAIL AND SMS

Both methods have their strengths, but why choose when you can use both to your advantage? By integrating email and SMS into your campaigns, you can create a seamless experience that keeps your subscribers engaged at every stage.

- **Integrated campaigns:** Use each channel's strengths to complement the other to maximize your reach and engagement.
 - **Example:** Make an onsale announcement via email, then send a last-minute reminder via SMS to drive urgency.
- **Segmentation and timing:** Tailor your approach based on your audience's preferences.
 - **Example:** Send detailed pre-event info via email, followed by a day-of reminder via SMS.

Want to learn more about how you can leverage email and SMS? [Schedule a strategy session](#) with our team.

