

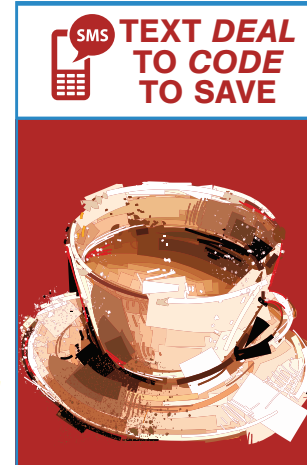
# Quick Guide: SMS List Growth

## Make Eye-catching Creatives

Customers are understandably wary about sharing personal data with a business, so it is absolutely essential that your creative be of a quality that establishes credibility and value. Relying on brand recognition alone is not enough.

## Provide Immediate Incentive

The ideal mobile opt-in promotion will promise something that every potential consumer will find immediately useful. Avoid context-specific or niche rewards that appeal to a limited audience.



## Make Keyword Short and Sweet

Typing on mobile devices can be frustrating, so make sure to use an SMS keyword that's easy to remember and easy to text.

## Beware of Auto-Correct

Avoid selecting keywords that might potentially be identified as a common misspelling of another word - and thus auto-corrected into an incorrect entry.

## Make Simple Short Code

The easier the short code is to remember and type, the higher the conversions. Aim for symmetry, simple patterns, and repeating numbers.