



SMS Marketing Self-Audit

Introduction

This self-audit will help you:

<ul style="list-style-type: none">• Review your SMS marketing strategy• Ensure compliance with regulations• Maximize response rates and ROI	<ul style="list-style-type: none">• Skill level: Beginner to Intermediate• Time to complete: 15–20 minutes• Best used: Before launching a new campaign or automation flow
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Compliance & List Management

Compliance & List Practices	✓ / ✗ / Fix
You have explicit consent to text each contact?	
You provide opt-out instructions in every message (e.g., 'Reply STOP to unsubscribe')?	
Your SMS platform supports compliance with carrier regulations (e.g., 10DLC in the U.S.)?	
You clean your list regularly (remove bounced or inactive numbers)?	
Contacts are segmented based on: <ul style="list-style-type: none">• services?• interest? or• appointment history?	

Pro Tip: A clean, permission-based list ensures higher delivery rates and keeps you compliant.



Messaging and Timing Strategy

SMS Strategy	✓ / ✗ / Fix
Messages are short, clear, and friendly?	
Your texts include a clear call-to-action (e.g., 'Book Now', 'Confirm Here')?	
You use personalization (first name, reminders, etc.)?	
You avoid sending texts too early or late (stick to business hours)?	
Follow-up flows are in place (e.g., reminders, re-engagement, no-show recovery)?	
You track click-throughs, responses, or bookings from SMS?	

Pro Tip: The best SMS messages feel like a helpful nudge, not a sales pitch — keep it conversational and timely.

Your Score + What to Do Next

How many boxes did you check?	What to do Next?
✅ 10–11	You’re dialed in — keep scaling!
⚠️ 6–9	You’re on the right track — refine your message and timing.
❌ 0–5	Time to reset — your SMS strategy might be doing more harm than good.



➡️ **Want a Comprehensive SMS Strategy Review?**

We offer **Detailed Comprehensive SMS Marketing Audits** for local businesses that want to increase revenue, book more appointments and build client loyalty.

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