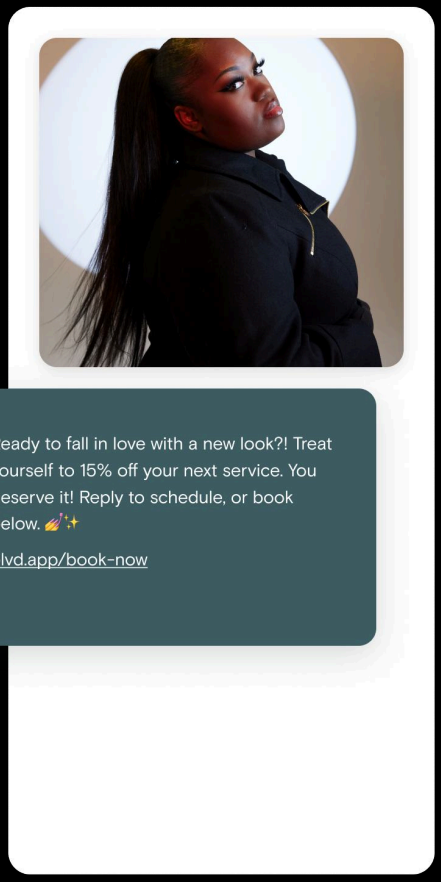
Text Blast Best Practices

Text Marketing is essential for self-care businesses to instantly reach clients with personalized, irresistible promotions. With Text Blasts, you can boost bookings, drive revenue, and keep the conversation flowing with two-way texting. Ready to elevate your strategy? Let's dive into tips and tricks!



01

Pinpoint the perfect list

Tailor your Text Blasts to clients most likely to engage by using filters to segment your list based on past services, providers, or appointment activity. For a simple approach, target clients without upcoming appointments and encourage them to book their next visit. Send promotions that are relevant to each target audience.



02

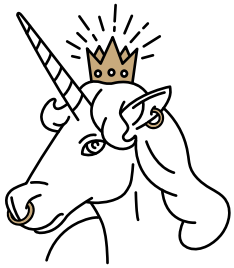
Keep content short and sweet



Keep Text Blasts simple and concise with a clear Call to Action. Highlight who you are, your offer, and let your brand voice shine. Save time by duplicating and revising past Blasts, use merge tags for personalization, and be sure to toggle on the Booking Link so clients can instantly book online through your text.

03

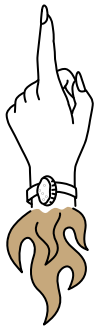
Use eye-catching visuals



Include images or GIFs in your Text Blasts to build your brand and connect with clients in a powerful way. Bold, eye-catching visuals are a must in modern marketing. Text Blasts that use MMS (media) typically out-perform messages that use plain text alone. A picture is worth 1,000 words!

04

Create urgency and exclusivity



Exclusive, time-sensitive promotions encourage quick action. Craft Text Blasts around holidays, seasonal moments, or reward VIPs with special deals. A limited-time offer, like a weekend special on a service, is a great way to boost bookings.

05

Review results and unlock insights



Check your Marketing dashboard for Text Blast performance. Key metrics like "Clicked" and "Unsubscribed" help you refine messaging, visuals, and targeting for future campaigns.

06

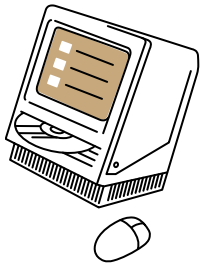
Don’t overdo it



Be mindful of how often you send Text Blasts—over-sending can reduce engagement and harm deliverability. Targeting and careful timing help prevent clients from marking messages as spam or unsubscribing. In the audience selection step of your Text Blast campaign builder, you can exclude clients who’ve already received a Blast from you in the last few days. All glam, no spam 💅🏽

07

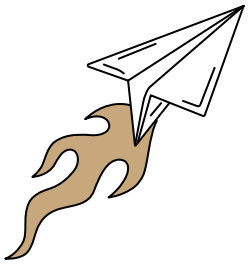
Keep it compliant



Clients who subscribe to your marketing show genuine interest in communicating with your business, leading to higher engagement and more meaningful interactions. By prioritizing consent and legal compliance, you build a more responsive audience. Boulevard only sends Text Blasts to clients who have explicitly opted in. If you've collected text or email consent elsewhere, we can import it into Boulevard.

08

Maximize deliverability

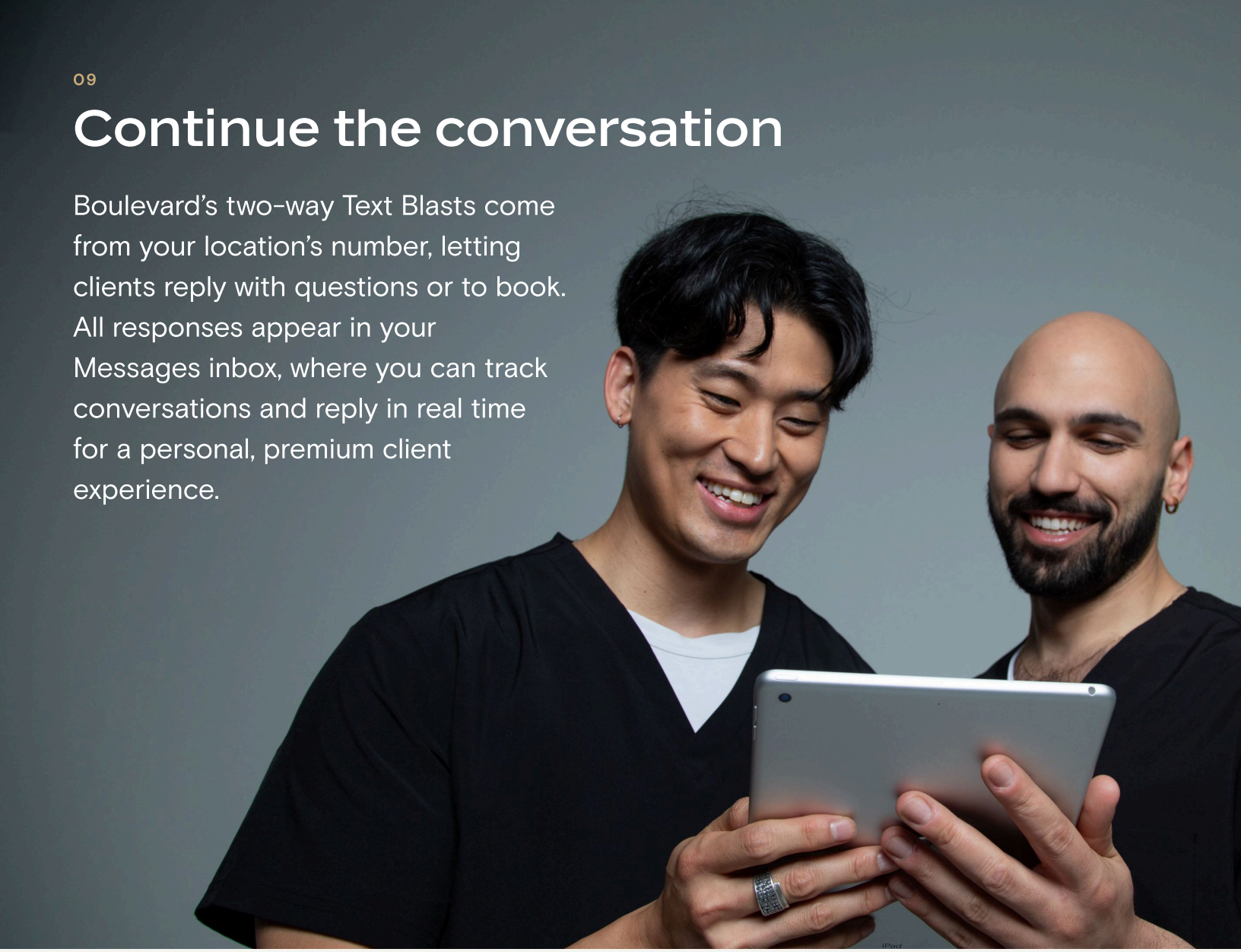


Not every text reaches a client’s inbox, but there are ways you can improve deliverability. Keep your contact list clean, messages brief, and frequency reasonable. For best results, use the Booking Link in Boulevard’s Text Blast builder, as we can’t always guarantee external link will go through. If using an external link, opt for a custom domain and avoid long URLs that are likely to trigger spam filters.

09

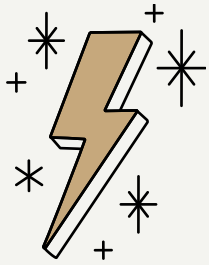
Continue the conversation

Boulevard's two-way Text Blasts come from your location's number, letting clients reply with questions or to book. All responses appear in your Messages inbox, where you can track conversations and reply in real time for a personal, premium client experience.



Pro tip:

Don't be afraid of AI! Try out ChatGPT to help you edit your Text Blast content for clear, compelling messaging.



Get started

Learn more about Text Blasts in our Support Center.