



**MAY
2021**

**May
SMS Marketing
Guide 2021**



Welcome, May! 🌻

With so much to celebrate this month, and summertime peeking just around the corner, Emotive is excited to partner with you in engaging your customers through conversational texting while maximizing revenue all month long. Featuring strategic guidance for Mother's Day on Sunday, May 9th to Memorial Day Weekend to close out the month, our May SMS Marketing Guide is designed to help you find your voice while putting your marketing plans into action.

Ready? Let's get started!

May SMS Marketing Calendar

Month-long campaigns:

					Saturday 1	Sunday 2
					Mother's Day Order Ahead	
					Kentucky Derby	
Monday 3	Tuesday 4	Wednesday 5	Thursday 6	Friday 7	Saturday 8	Sunday 9
Mental Health Awareness Month / National Pet Month / Wedding Season ...						
Mother's Day Order Ahead					Mother's Day digital gift cards	Mother's Day
National Teachers Day Star Wars Day		Cinco De Mayo	Mother's Day shipping deadline			
Monday 10	Tuesday 11	Wednesday 12	Thursday 13	Friday 14	Saturday 15	Sunday 16
Mental Health Awareness Month / National Pet Month / Wedding Season ...						
			National Fair Trade Day			
Monday 17	Tuesday 18	Wednesday 19	Thursday 20	Friday 21	Saturday 22	Sunday 23
Mental Health Awareness Month / National Pet Month / Wedding Season ...						
Monday 24	Tuesday 25	Wednesday 26	Thursday 27	Friday 28	Saturday 29	Sunday 30
Mental Health Awareness Month / National Pet Month / Wedding Season ...						
National Wine Day					Memorial Day sale kickoff	
Monday 31						
Memorial Day						

May Broadcast Copy

MENTAL HEALTH AWARENESS MONTH

Hi <name>! It's BRAND. May is Mental Health Awareness Month, and we're firm believers in self-care. Take time for yourself and enjoy ___% off your purchase with CODE through DATE! Shop now: LINK Reply STOP to opt out

Hi! It's BRAND. In honor of Mental Health Awareness Month, we're proud to donate ___% of sales to ORGANIZATION all month long in support of CAUSE. Shop and help us make a difference: LINK Reply STOP to opt out

BRAND: Hi <name>! In honor of Mental Health Awareness Month, we've put together our favorite tips and tricks to incorporate mindfulness and self-care in your daily routine. Tap to read more: LINK Reply STOP to opt out

BRAND: Hey <name>! May is National Mental Health Awareness Month and we know the past 12 months haven't been the easiest. We've compiled some of our favorite mood-boosting inspiration in our latest IG post - Check it out! Reply STOP to opt out

BRAND: May is Mental Health Awareness Month and we're honoring it all May long. Enjoy ___% OFF select self-care products this month using CODE at checkout! Tap to shop LINK Reply STOP to opt out

NATIONAL PET MONTH

Happy National Pet Month from BRAND! We're kicking things off with ___% OFF PRODUCT. Just use CODE at checkout! Treat your pup and shop now: LINK Reply STOP to opt out

BRAND: Did you know it's National Pet Month? All month long, we're donating ___% of sales to ORGANIZATION to our pals at Best Friends Animal Society. Tap to shop and make a difference: LINK Reply STOP to opt out

BRAND: Happy National Pet Month! We're celebrating with ___% off subscriptions all month long. No code needed! Save on your pet's favorite PRODUCT and sign up today: LINK Reply STOP to opt out

Hey! BRAND here. It's National Pet Month and we're featuring REAL pet owners' stories and their experiences with PRODUCT over on our blog! Tap to read their heartwarming tales: LINK Reply STOP to opt out

Hi <name>, it's BRAND! It's National Pet Month and we want to see YOUR pets 🐾
Use #TAG on IG to share your pet's adorable mug for a chance to be featured AND a chance to win PRIZE! Head to our IG for more info: LINK Reply STOP to opt out

WEDDINGS AND SPRING EVENTS

Happy wedding season <name> 🌸 Your something NEW is waiting at BRAND! Find looks for every reception and enjoy FREE U.S. shipping on orders over PRICE. Tap to shop: LINK Reply STOP to opt out

Wedding season is here! You know, in case you need an excuse to shop our new dresses 😊 Come see what's new at BRAND: LINK Reply STOP to opt out

Heading to a wedding? Let us be your +1! Shop reception-ready styles and the hottest accessories at BRAND. Free shipping on orders over PRICE! Tap to shop: LINK Reply STOP to opt out

Going out is finally back in style 🥂 Find the perfect fits for date night, wedding receptions and more in our newest collection. Tap to shop: LINK Reply STOP to opt out

BRAND: You heard the news, events are BACK! Drop the sweats and trade them in for something new from our Spring Collection - you deserve it. Tap to shop! LINK Reply STOP to opt out

ORDER AHEAD - MOTHER'S DAY (5/9/21)

BRAND: Mother's Day is on its way! Check out our curated gift guide to find the perfect something to make her day. Order by DATE for delivery by Sunday, 5/9! Tap to shop: LINK Reply STOP to opt out

Hey! BRAND here. Shop ahead for Mother's Day AND make mom proud by taking advantage of FREE shipping! No code needed. Just make sure to order by DATE for delivery by 5/9! Shop now: LINK Reply STOP to opt out

Celebrate the most important woman in your life with BRAND's Mother's Day collection! Tap to shop below and be sure to order by DATE for on-time delivery: LINK Reply STOP to opt out

Hey <name>! It's never too early to start thinking about mom...Get a head start on shopping for Mother's Day and receive a FREE gift with purchase at BRAND, now through DATE! Use CODE at checkout. LINK Reply STOP to opt out

Didn't your mother tell you to never be late? BRAND here with a friendly reminder to place those Mother's Day orders by DATE to receive your gift in time for 5/9! Shop now: LINK Reply STOP to opt out

BRAND: Mother's Day is almost here. Stock up on everything you need for a brunch to remember! 🔍 Order by DATE for guaranteed delivery by 5/9. Shop now: LINK Reply STOP to opt out

5/1/21 (SAT) - KENTUCKY DERBY

Hats off to Derby Day! BRAND is celebrating with ___% off PRODUCT, today only. Just use CODE at checkout through midnight tonight! Tap to shop: LINK Reply STOP to opt out

Jockeying for a deal? We got you! In honor of Derby Day, take ___% off your order at BRAND and enjoy FREE shipping. Just use CODE at checkout through midnight tonight! Shop now: LINK Reply STOP to opt out

On your mark. Get set. SHOP! Enjoy ___% off sitewide in our Derby Day FLASH Sale. Just use CODE at checkout. Hurry - this offer disappears at midnight! Shop BRAND: LINK Reply STOP to opt out

BRAND: Hey <name>! The fastest minutes in sports deserve a sale to match. Use code DERBY at checkout for ___% off your purchase, now through midnight! Tap to shop: LINK Reply STOP to opt out

Hey there <name>. It's BRAND and we're celebrating Derby Day! Quit horsing around with those items in your cart and enjoy ___% off using CODE at checkout, now through DATE. Tap to shop: LINK Reply STOP to opt out

5/4/21 (TUES) - NATIONAL TEACHERS DAY

BRAND: We ❤️ our teachers! Now through DATE, receive a FREE \$___ e-gift card with your purchase of PRICE or more. Pay it forward to a teacher in your life and shop now: LINK Reply STOP to opt out

Hey <name>, want to nominate a teacher in your life who's moved mountains during these tough times? Head to our Instagram page at @BRAND to nominate them and enter our giveaway to help them win PRIZE! LINK Reply STOP to opt out

Happy National Teachers Day from BRAND! As our thanks to those who enrich the lives of our children everyday, we're donating ___% of every purchase to ORGANIZATION. Shop and help us make a difference: LINK Reply STOP to opt out

We know teachers have endured SO MUCH over the last year. Why not treat them to a little something from BRAND? In honor of National Teachers Day, get ___% off your purchase with CODE at checkout! Tap to shop: LINK Reply STOP to opt out

BRAND: Say thanks to a teacher or two in your life today in honor of National Teachers Day! Today only, enjoy ___% on your purchase with CODE at checkout. Tap to shop: LINK Reply STOP to opt out

5/4/21 (TUES) - STAR WARS DAY

BRAND: May the fourth be with you <name> - Happy Star Wars Day! Today only, all products are BOGO 40% off. Just use CODE at checkout! Tap to shop: LINK Reply STOP to opt out

Happy Star Wars Day from BRAND! The force is strong with this sale: Enjoy ___% off now through DATE! Just use CODE at checkout. Shop now: LINK Reply STOP to opt out

Happy Star Wars Day <name>! Yoda best 🤖 Enjoy VIP savings of up to ___% sitewide, today only! No code needed. Shop BRAND: LINK Reply STOP to opt out

BRAND here wishing you a happy May the 4th! We're celebrating with a flash sale of ___% off sitewide - no code needed! Ready to shop, you are, young Jedi: LINK Reply STOP to opt out

BRAND: If you've got a Sith sense that we're celebrating Star Wars Day, you're correct! Today only, save 40% on your purchase in honor of May the Fourth. Just use CODE at checkout. Tap to shop: LINK Reply STOP to opt out

5/5/21 (WED) - CINCO DE MAYO

Happy Cinco de Mayo from BRAND! Since it's 5 o'clock EVERYWHERE today, enjoy ___% off plus free U.S. shipping. Just use CODE at checkout through midnight tonight! Shop now: LINK Reply STOP to opt out

Hey <name>, BRAND here. You deserve a margarita on every day that ends in Y, but definitely on Cinco De Mayo! Enjoy \$___ off your next order with CODE at checkout. Cheers! Reply STOP to opt out

Happy Cinco de Mayo, <name>! Before you dive into the chips and guac, enjoy a flash sale at BRAND! Enjoy ___% off PRODUCT with CODE, today only. Tap to shop: LINK Reply STOP to opt out

¡Feliz Cinco de Mayo! Save some money for the good tequila and shop BRAND's 24-hour flash sale: Use CODE at checkout for ___% off your purchase, today only. Bottoms up! LINK Reply STOP to opt out

Happy Cinco De Mayo! Do you like your margaritas with sugar or salt on the rim? Reply back with SUGAR or SALT for a discount code from BRAND! Reply STOP to opt out *Reply: Nice choice! Enjoy ___% off your order at BRAND with CODE, today only. Cheers! LINK Reply Reply STOP to opt out*

5/9/21 (SUN) - MOTHER'S DAY

Hey <name>! It's BRAND. If you still need a little Mother's Day brunch inspo, our _____ recipe is here to help. Head over to our latest IG post for the delicious details...Cheers!
LINK Reply STOP to opt out

Today's YOUR day, mama! Relax and enjoy ___% off sitewide at BRAND - no code needed!
Treat yourself at BRAND: LINK Reply STOP to opt out

Hey <name>! BRAND here. First, did you call your mom today? Great! Now enjoy a Mother's Day flash sale on us! Enjoy ___% off sitewide, now til midnight! Shop now:
LINK Reply STOP to opt out

Happy Mother's Day to the women who make the world go 'round! 🌸 We hope you have a fabulous day full of celebration. Love, BRAND. Reply STOP to opt out

Happy Mother's Day! BRAND is proud to donate ___% of today's sales to the Every Mother Counts organization to improve maternal health. Tap to shop and make a difference: LINK Reply STOP to opt out

5/13/21 (THURS) - NATIONAL FAIR TRADE DAY

Happy National Fair Trade Day from BRAND! We're proud to feature ethical, fair trade picks like PRODUCT. To thank you for your ongoing support, enjoy ___% off your purchase today!
Use CODE at checkout. Shop now: LINK Reply STOP to opt out

Hey <name>! Today is National Fair Trade Day and BRAND is proud to be part of the movement. To celebrate, we're donating ___% of today's sales to ORGANIZATION!
Tap to shop and help us make a difference: LINK Reply STOP to opt out
BRAND: Happy Fair Trade Day! Did you know that all of our coffee is certified Fair Trade? Today and everyday, we're proud to stick to Fair Trade Standards while providing you the blends you love. Tap to learn more: LINK Reply STOP to opt out

Happy Fair Trade Day <name>! BRAND is proud to be part of the global movement to improve and protect the lives of laborers and communities around the world.
Tap to learn how your purchase makes a difference: LINK Reply STOP to opt out

BRAND: Hey <name>! In honor of National Fair Trade Day, we're offering ___% OFF our PRODUCT, made with sustainable, fair trade MATERIAL. Just use CODE at checkout!
Tap to shop: LINK Reply STOP to opt out

5/25/2021 (TUE) - NATIONAL WINE DAY

Hey <name>! It's National Wine Day! Pour yourself a glass or two and treat yourself to ___% off PRODUCT, today only. Just use CODE at checkout. Cheers! Shop BRAND: LINK

Hi <name>! It's BRAND. In honor of National Wine Day, we're featuring our fave wine pairings for each of our PRODUCTS on IG! Head over to our latest post to see: LINK Reply STOP to opt out

BRAND: Sip, sip, hooray! It's National Wine Day! We're serving up a deal for our VIPs: Today only, enjoy FREE shipping! Use code WINE at checkout. Shop now: LINK Reply STOP to opt out

Yes way rosé...it's National Wine Day! Kick back, relax and treat yourself to ___% off SITEWIDE at BRAND with CODE at checkout. Our new arrivals are waiting: LINK Reply STOP to opt out

Happy National Wine Day! BRAND is offering a flash sale to our VIP text subscribers. Wine not enjoy? 😊 Use CODE for ___% off your purchase, today only. LINK Reply STOP to opt out

5/28/2021 (FRI) - NATIONAL SUNSCREEN DAY

BRAND: It's National Sunscreen Day! Say YES to SPF and enjoy ___% off all sunscreen products, today only. Use CODE at checkout! Shop now: LINK Reply STOP to opt out
It's National Sunscreen Day! Get out and enjoy some (safe) fun in the sun and treat yourself to ___% OFF skincare at BRAND. Just use CODE at checkout. Happy shopping! LINK Reply STOP to opt out

Hey! It's BRAND. We know you may have forgotten how to apply sunscreen after being inside for so long, but it's time to get ready for Summer! Take ___% off your purchase from BRAND in honor of National Sunscreen Day with CODE: LINK reply STOP to opt out

BRAND: Happy National Sunscreen Day! Friendly reminder: Your new bikini looks best when it's paired with a high SPF to protect the gorgeous skin you're in! 😎 Tap to shop: LINK Reply STOP to opt out

BRAND: It's National Sunscreen Day and today's forecast calls for a SALE...and plenty of SPF. Use CODE at checkout for ___% off your purchase, today only! Tap to shop: LINK Reply STOP to opt out

5/31/21 (MON) - MEMORIAL DAY MEMORIAL DAY - VIP EARLY ACCESS

Hey <name>! As a VIP, you have exclusive early access to our Memorial Day sale! Simply use CODE at checkout for ___% off your purchase, starting...now! Tap to shop: LINK Reply STOP to opt out

Hey <name>! It's BRAND. We're rolling out the red carpet for VIPs...Enjoy early access to our Memorial Day Sale, starting now! Tap to shop: LINK Reply STOP to opt out

Hey VIP! Get ready for your Memorial Day BBQ with ___% off sitewide at BRAND, starting now. You handle the grilling, we've got the rest! Shop now: LINK Reply STOP to opt out

BRAND: Let's get the long weekend started! VIP text subscribers get first dibs on our Memorial Day Sale. Use CODE for ___% off sitewide! Tap to shop: LINK Reply STOP to opt out

VIP Early Access ⚡ Memorial Day Savings are ON at BRAND! You're first in line to save on our fan-favorite PRODUCT and more. Ready? Let's go! LINK Reply STOP to opt out

MEMORIAL DAY - SALE ANNOUNCEMENT

Hey BRAND fam! You heard it here first: Memorial Day savings have arrived! Enjoy up to ___% off sitewide in our biggest sale of the year, now through DATE! Tap to shop: LINK Reply STOP to opt out

BRAND: Our Memorial Day Sale is ON: Save ___% on your purchase of PRICE or more with CODE at checkout, now through DATE. FREE U.S. shipping, too! Tap to shop: LINK Reply STOP to opt out

BRAND: Let's get this Memorial Day party started 🎉 VIP text subscribers get an extra ___% off, now through DATE. Just use CODE at checkout! Happy shopping: LINK Reply STOP to opt out

Hey <name>! Kick-start your weekend with our Memorial Day Sale at BRAND! Save ___% sitewide with CODE at checkout, now through 5/31. Tap to shop: LINK reply STOP to opt out

Hey <name>! We're celebrating Memorial Day weekend with our biggest BOGO of the year: Buy one best-selling PRODUCT, get another FREE! Use CODE at checkout, while supplies last! Shop BRAND: LINK Reply STOP to opt out

MEMORIAL DAY - SALE EXTENSION / REMINDER

Last call <name>! Our biggest Memorial Day Sale ever ends tonight at midnight. Save up to ___% on PRODUCT and more! Tap to shop: LINK Reply STOP to opt out

Hey, it's ALIAS at BRAND! Just wanted to remind you that our Memorial Day Sale ends TONIGHT at midnight! Don't miss out...shop now and save up to ___% off sitewide! LINK Reply STOP to opt out

Going, going, GONE! 🤖 Styles are disappearing in our Memorial Day Sale. Save up to ___% sitewide, now through midnight tonight! Shop BRAND: LINK Reply STOP to opt out
Hey <name>! BRAND here. We're extending our Memorial Day Weekend Sale, just for VIPs! Use CODE at checkout for ___% off your purchase. Offer ends DATE. Tap to shop: LINK Reply STOP to opt out

BRAND: If you missed your first chance at our Memorial Day Sale, you're in luck! We've extended it through DATE. Use CODE for ___% off sitewide! Shop now: LINK Reply STOP to opt outshop: LINK Reply STOP to opt out