

# Getting started with SMS Marketing

Once you've supercharged your Constant Contact plan by adding SMS capabilities, you're just a few steps away from unleashing the full potential of your outreach strategy using text messages:

## 1 Register and get your Sending phone number

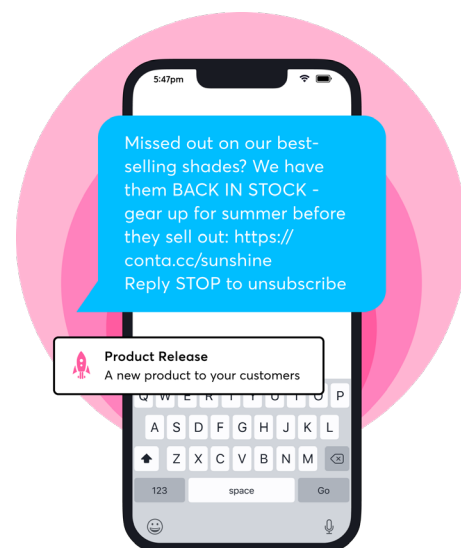
First, complete the [SMS registration](#):

- Pull together your EIN, official company name, and an estimate of how many messages you plan to send each month.
- Update your [Privacy Policy](#) and [Terms of Service](#) to let your audience know:
  - What information you're collecting,
  - How often they can expect to hear from you, and
  - What content they can expect from your messages.
- Once registered, you'll get a free local phone number, which is more recognizable and gives you higher credibility than a toll-free number.

## 2 Collect SMS consent

In order to send text messages to your contacts, you first need their permission:

- We auto-generate a Sign-up Landing Page for you to start collecting consent, or you can [include the SMS opt-in](#) on your own Sign-up Landing Page, as well as [set up Text-to-Join](#).
- [Promote your landing page](#) or Text-to-Join instructions via email, social media, and your website to maximize visibility and grow your SMS contact list!



## 3 Create a communication plan

Determine what communications are best via text messages for your audience:

- SMS is great for sending quick messages or for providing exclusive offers.
- Put your communications on autopilot by setting up [Automation Paths](#) to send relevant text messages to the right contacts at the right time.

## 4 Send messages regularly

Plan to [send an SMS message](#) at least once a month so that you stay top-of-mind for your customers.

If your messages are too infrequent, you run the risk of people forgetting why they signed up in the first place!



Check out our [SMS best practices](#) to learn more about using SMS and email!