TRENDS OF 2025

SMS MARKETING & HYPER-PERSONALIZED EMAIL

Email and SMS marketing aren't going anywhere—in fact, they're getting smarter and more personalized, thanks to AI and automation. Businesses that tap into hyper-personalization are seeing more opens, stronger customer connections, and better results.

1. AI-Driven Personalization: Smarter, Not Harder

Forget generic blasts—AI is making marketing feel like a one-on-one conversation. It can:

- Customize subject lines, images, and content based on what a recipient actually cares about.
- Use predictive analytics to send emails or texts at the perfect time.
- Recommend products based on a person's browsing or buying history—no more random suggestions!

2. Behavior-Based Messaging: Right Message, Right Moment

Why send the same message to everyone when you can make it personal? Brands can now trigger emails and texts based on actions like:

- Abandoned carts (a little nudge with a discount never hurts).
- Post-purchase follow-ups (thank-yous, how-tos, or exclusive deals).
- Re-engagement campaigns (a special offer for customers who've been MIA).
- Milestone messages (birthdays, anniversaries, or VIP perks).

3. Real-Time SMS & Email: The Perfect Pair

Email and SMS work best together when they complement each other:

- Use SMS for quick updates, flash sales, or appointment reminders.
- Use email for deeper storytelling—newsletters, product launches, or event invites.
- Sync them up—an email introduces a promo, then a text reminds them to act fast.

4. Smart Segmentation: Small Groups, Big Impact

Instead of blasting the same message to everyone, brands are breaking their audience into hyper-specific groups:

- VIPs get early access to deals.
- New subscribers get a warm welcome with a curated email series.
- Dormant customers get a "We Miss You" offer to bring them back.

5. Interactive Emails: More Than Just Text

Static emails? Boring. Today's emails are dynamic and fun:

- Live countdown timers for limited-time offers.
- AI-personalized video messages.
- Polls, quizzes, and surveys to engage customers.
- "Click-to-text" buttons for instant replies via SMS.

6. First-Party Data & Privacy: Earning Trust

With privacy laws getting stricter, businesses need to focus on consent-based marketing:

- Build loyalty programs that reward users for opting in.
- Collect zero-party data (info customers willingly share) through surveys or quizzes.
- Be transparent about data use—clear opt-in and opt-out options are a must.

WHY ?

This Matters for Your Work

- Increase event attendance
- Boost catering bookings with tailored seasonal offers.
- Improve engagement with inspiring newsletters.
- Enhance client retention with appointment reminders and self-care tips.

HOW ?

To Start Using Them

- Use Automation Tools
- Segment Your Audience
- Send Trigger-Based Messages
- Collect First-Party Data
- Personalize Content
- Test & Optimize