

SMS Marketing

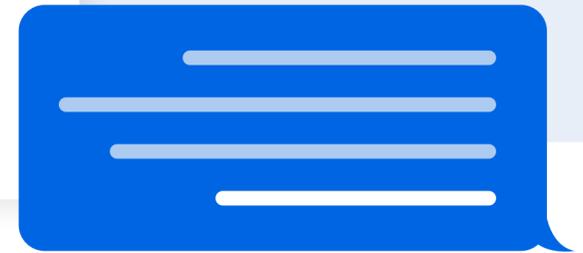
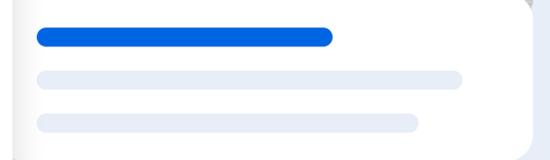
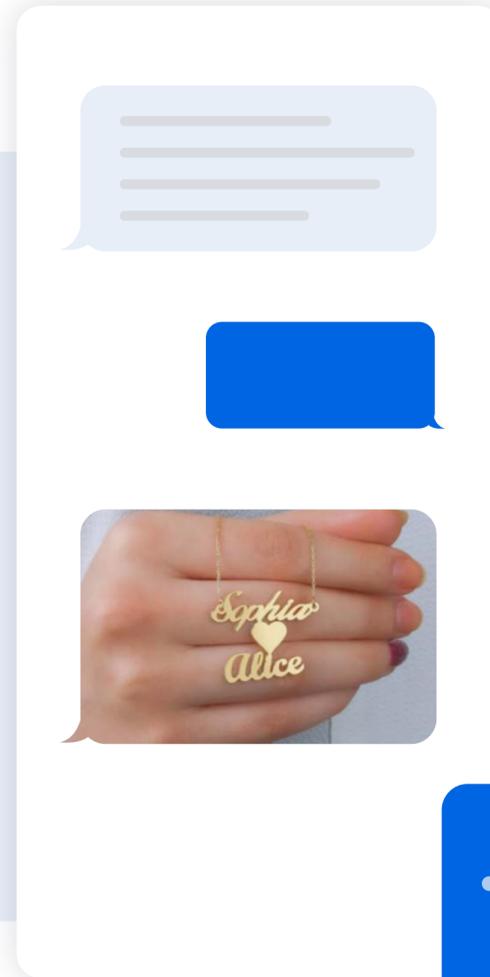
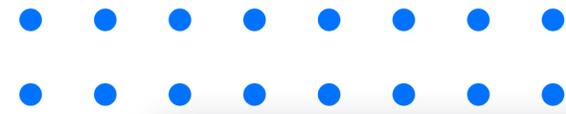
October 2021 CALENDAR

SMS MARKETING STRATEGY

Leverage SMS to supercharge your monthly marketing campaigns. Here are 25+ SMS templates for the month of October 2021.

We've made it easy for you. Copy, paste, edit to make it your own and set them up using TxtCart in minutes.

Yes, it's that simple. So let's go!



OCT 1st



National Hair Day

A bad hair day can ruin not just your day, but your week too. And that's why there's National Hair Day -- a day to express love for your hair. For brands, it's an opportunity to promote hair care products and services, or simply spread a message to encourage people to take care of their hair. So, "hair" are SMS templates you can use.

(Site name): (First name), all's hair in love and war! On National Hair Day, we'd like to celebrate our love for healthy hair with a 10% discount across our site. Get shopping!
[\(Discount Code URL\)](#)

Hey (First name), bad hair don't care? Today, on National Hair Day, read our latest blog on tips on hair care and explore our range of nourishing hair care products.
[\(blog link\)](#)

You might have amazing hair now, (First name), but it won't last forever. Unless, you take care of it. It's National Hair Day and we're giving a 15% discount on all hair essentials on (site name) to make hair care easy for you.

Hey (First name), we'd go any lengths to make you smile. For now, we hope a 20% off on our last collection will bring a smile on your face. Happy World Smile Day to you :)

It's World Smile Day today, (First name). Help us in making someone smile. 50% proceeds of today's sales on (site name) will go to (charity name). Join us in our effort by shopping today. Thank you in advance.

OCT 1st



World Smile Day

It's World Smile Day - a day to remind us that a smile is priceless; a smile doesn't cost a penny; a smile can make someone's day; a smile can patch broken friendships; a smile can change the world. Smiles truly can create miracles. Make your customers smile with these SMS templates.

OCT 3rd



Boyfriend's Day

Boyfriend's Day is a day for everyone to appreciate their boyfriends, their better halves, and let them know how they make their life better. Women and men can express their love for their boyfriends in many ways. For brands, this is an excellent opportunity to share gifting ideas for boyfriends and run marketing campaigns.

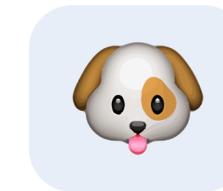
Hi (First name), Boyfriend's Day is just around the corner and we're here to help you make it special for your BF. Avail special discounts only this weekend across our site. [\(site URL\)](#)

Hey (First name), if you're looking for lovey-dovey ideas to make Boyfriend's Day special for your guy, you're in luck. Check out our specially curated gifting section here. [\(site URL\)](#)

Hey (First name), let's celebrate World Animal Day by making a small contribution to animal protection charities. We're doing our bit by sharing 50% of our sale proceeds with (insert charity name). Help us make a difference. Shop: [\(url\)](#)

Hi (First name), if you love animals, on World Animal Day, let's celebrate all the beautiful creatures that inhabit the Earth with us. Check out our special animal-inspired collection: [\(url\)](#)

OCT 4th



World Animal Day

Animal populations worldwide have declined 70%. World Animal Day is a day to remind and encourage everyone to contribute and take steps to save animals. Loss of animals and nature is the biggest threat to the Earth and to us. Use these templates to motivate your subscribers to join you to be the change.

OCT 5th



World Teachers' Day

It's Teachers' Day, a time to appreciate and thank teachers. Teachers come in various forms - as parents, grandparents, colleagues, bosses, managers, business mentors, and even children. For brands, this can be a good opportunity to share their success by thanking the people that supported them throughout their journey. Here are some templates you can easily edit and use for your SMS marketing strategy.

(Site name) Hi (First name), it's Teachers' Day today and we'd like to help you thank your teachers. Avail a 10% off theTeachers' Day special edit on our site. Let your teachers know they're special. Offer only for today.

Hi (First name), it's Teachers' Day and we'd like to take this opportunity to thank our business mentors and advisors who've had our back all these years. See who they are:
[\(link to website\)](#)

Hey (First name), it's World Post Day and there's no better way to celebrate it than FREE SHIPPING! Valid until October 12th. We've made this offer even better - first access to all our SMS subscribers: [\(site link\)](#)

Hey (First name), when you make good choices, you get more benefits. So, this World Post Day, enjoy Free Shipping on all orders until Oct 9th midnight. [\(site link\)](#)

Hi (First name), join us in showing support to the postal system on World Post Day. Send a gift to your loved ones from [\(add site link\)](#) through post. Psst... did we tell you, shipping's on us?

OCT 9th



World Post Day

Postal service is perhaps one of the most underappreciated service sectors even though it plays a key role in the everyday life and business of people. World Post Day is a reminder to people about the contribution of postal systems across the world and how they have helped global communications and connected people, over the years. Use these templates for your SMS marketing.

OCT 10th



World Mental Health Day

13% of the world population suffers from some sort of mental health condition. This number could increase if people don't take mental health conditions seriously. October 10th is observed as World Mental Health Day to spread awareness, and recognize the importance of talking about it and providing support to those suffering. It's a good opportunity for brands to participate in spreading the message. Some templates to help you.

Hi (First name)! Today is World Mental Health Day. We at (Brand name) take special care of our employees' mental wellbeing. We've given our staff extended holiday to relax and rejuvenate. Sorry for any inconvenience caused to you and thank you for understanding.

Hi (First name), today, on World Mental Health Day, we're happy to share a special article that includes tips to help you recognize signs of mental health problems and simple ways to overcome them. Read here: [\(add link\)](#)

Bosses Day is around the corner, (First name). It's your chance to let your boss know how much you appreciate them. And we've made it easy for you. Pick a gift from our Bosses Day curated page and avail a 10% off: [\(add link\)](#)

Hey (First name), did you know today is Bosses Day? Wouldn't it be nice if you made your boss feel special by sending a gift? Pick a gift from [\(site URL\)](#) and we'll send it to your boss with a personalized message.

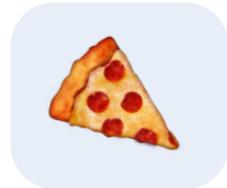
OCT 16th



Bosses Day

Some love them, some don't; some share a love-hate relationship with them - bosses. On Bosses Day, brands have a great opportunity to remind their subscribers to make their bosses feel special. Some ways to use this as a marketing opportunity are to recommend gifts for bosses, shopping vouchers, or discounts on gifts. Here are some templates you could choose from.

OCT 16th



World Food Day

World Food Day is observed every year on October 16th to commemorate the founding of the UN FAO (Food & Agriculture Organization). This year's theme is 'Grow, nourish, sustain. Together.' As an eCommerce brand, you can spread the message about the need to be aware about food and nutrition, as well as celebrate peoples' love for food. Here are some SMS templates you could use.

Hi (First name), it's World Food Day and we thought we'd increase your happiness 10x with a 10% discount across gourmet food items on our site. Only today! [\(Site URL\)](#)

Hi (First name), it's World Food Day and we're doing our bit by donating 50% of our proceeds towards nutritional food for underprivileged children. Help us serve more children by shopping from our site: [\(URL\)](#)

[\(Site URL\)](#) Hi (First name), on National Make A Difference Day, join us in making a difference to our community. Shop from our site towards different causes. 50% of proceeds will be donated towards the cause of your choice.

Hi (First name), let's take our journey together forward by making someone's life better on National Make A Difference Day. Read our blog about how you could make a difference today: [\(blog link\)](#)

OCT 23rd



National Make A Difference Day

Here, a smile on the face of a homeless person. There, clothes and books in the hands of an orphan. Here, new dustbins to keep the society clean. It's National Make a Difference Day and it's a great opportunity for brands to let the world know what they stand for or causes they support. Here are some SMS templates you could try:

OCT 26th



Pumpkin Day

October 26th is Pumpkin Day, a day to celebrate one of the most loved fruits - pumpkin. A key ingredient in celebrations such as Thanksgiving and Halloween, pumpkin is not only used in a number of healthy recipes but also has numerous traditions surrounding it. This is a great opportunity for brands to celebrate the joyous time with their customers. Here are some templates you might like to use.

(Site name) Hi (First name), what better way to celebrate Pumpkin Day than sharing a special 10% off across our new collection. It's fresh, colorful, and joyous, just like 'em pumpkins! Check it out today.

Hey (First name), it's Pumpkin Day! We revisited one of our old blogs to update it with new pumpkin decoration ideas, pumpkin recipes and all the fun stuff you can do with pumpkins. Read here: [\(blog link\)](#)

(Site name) Hi (First name), it's Checklist Day today and we'd hate it if your list is not checked out. So we made it easier for you. Take 15% off all the items in your wishlist. Only today until midnight.

Hi (First name), just a reminder, today is Checklist Day. And if you're struggling to tick off your list, we're here to give you that extra push and nudge so you can check off your list and enjoy the rest of the day. Take a break, will you?

OCT 30th



Checklist Day

Checklist Day - a day to remember how important it is to keep our lives organized and together. Brands can take this opportunity to reach out to their customers to remind them about their shopping checklists for the holiday season. It's a great day to nudge people to buy things from their wishlists, isn't it? Some SMS templates you could easily copy and paste and make them yours.

OCT 31st



Halloween

It's Halloween, the spookiest time of the year. Celebrated every year on October 31st, Halloween marks the day before the Western Christian Feast of All Saints. The festival is celebrated by wearing spooky costumes and parties. For eCommerce brands, it's a good opportunity to engage customers and share special Halloween offers. Here are some wicked SMS templates:

(Site name): Hi (First name), we're having a spooktacular sale this Halloween - upto 70% off across our site. Grab what you like now!

Hey (First name), get your spook on this Halloween. Put together your spookiest costume ever - shop from our special Halloween collection: [\(site link\)](#)

Hi (First name), it's that time of the year - HALLOWEEN! And we have some deals you'd die for. Upto 50% off. Use code: HAL50

If you're looking to spruce up your SMS marketing game, you're in the right place.

With TxtCart, you can set up an SMS marketing campaign for your Shopify store in minutes!

Get a free trial today.