

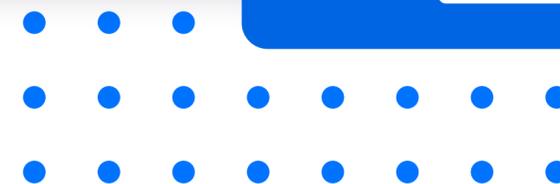
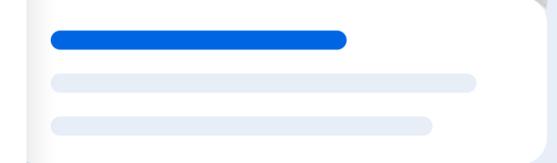
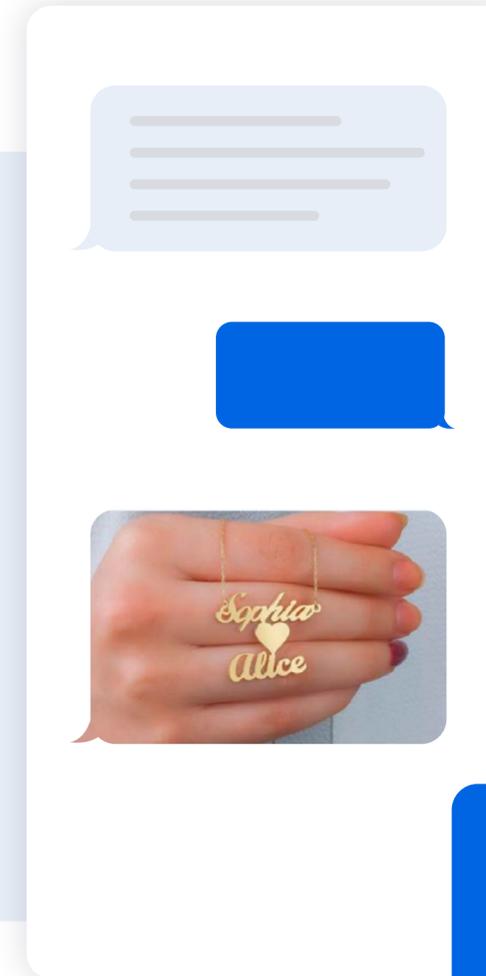
SMS Marketing

November 2021 CALENDAR

SMS MARKETING STRATEGY

Get your monthly SMS marketing plan rolling in no time with 30+ free-to-use SMS templates that we've shared below. All you need to do is copy, paste, edit, and send using TxtCart!

Get, 'send', go!



NOV 1st



World Vegan Day

Celebrated by vegans, World Vegan Day is observed globally to recognize the benefits of veganism. From food to drinks to meat to household items, with almost everything going vegan, it's a great opportunity for your brand to run an SMS campaign. You could either promote your vegan items or simply spread the message that your brand supports veganism. Let's look at some ready templates you can use.

(Site name): (First name),
today, on World Vegan Day,
buy any of our ethically
made vegan range of
products at a 25% off.
Happy shopping!

All life deserves respect and
dignity. On World Vegan
Day, we've put together a
specially curated selection
of vegan products on [\(Site
link\)](#). Check it out.

Hey (First name), it's the yummiest day of the year - Sandwich Day! Help us celebrate it with hundreds of underprivileged kids. Buy something from (Site name), we'll make sure we buy a kid a sandwich!

On National Sandwich Day, help us feed the needy. 50% proceeds of today's sales on (Site name) will go to charity towards food. Help by shopping from us today. Thank you in advance.

NOV 3rd



Sandwich Day

One of the most common and loved foods - sandwiches - is celebrated on November 3rd. Different people celebrate this day in America in different ways. As a brand, you can enjoy this day with your customers. Try these templates for your Sandwich Day campaigns.

NOV 8th



Cappuccino Day

Definitely an enjoyable day, Cappuccino Day is observed on November 8th and celebrated mostly in the US. Everyone loves cappuccino and you can take this opportunity to collaborate with a local cafe or a coffee shop to offer your customers a free coffee. Here are some SMS templates you could use.

Hey (First name), if you've planned to celebrate Cappuccino Day with your friends, we've made it easier for you. Shop from (Site name) today and get a discount coupon at your favorite coffee store.

Hiya (First name)! It's Cappuccino Day today and what better way to celebrate than our range of coffee products. Take your pick from our curated selection here: [\(Site link\)](#).

Hey (First name), it's STEM Day - a day to help kids advance in STEM. You can do so by giving our STEM themed products to kids. Shop here: [\(Site link\)](#):

Hi (First name), to celebrate STEM Day, you can make a donation to underprivileged kids by shopping from [\(Site link\)](#). 20% of the proceeds will be donated to kids who need to buy books and stationery.

NOV 8th



STEM Day

November 8th is observed as STEM Day - a day to focus on helping kids advance in the fields of science, technology, engineering and math (STEM). Your brand can promote products that are related to these fields or simply spread the message and spread awareness about this day amongst customers. We have some ready SMS templates for you:

NOV 11th



Veterans Day

November 11th is observed as Veterans Day in the US. The day is celebrated to honor military veterans - people who've served in the US Armed Forces. To show your support, you could create an SMS campaign to spread the word and encourage customers to donate by shopping on your site. Use these templates:

Hi (First name), would you like to help us help veterans on Veterans Day? If yes, shop from (Site name) before Nov 10. 50% of the proceeds will be donated to (Charity name).

(Site name): Hi (First name), let's come together to celebrate and spread awareness about the importance of helping veterans this Veterans Day. Read this article about how you can help: [\(link\)](#)

(Site name): You deserve the best, (First name). On Chicken Soup for the Soul Day, we'd like to pamper you and help you nurture your soul. Get a free gift with your purchase. Offer lasts till Nov 15th.

(Site name): It's Chicken Soup for the Soul Day, (First name). And to make it special for you, we're giving a 25% discount on our self-care collection. Shop today!

NOV 12th



Chicken Soup for the Soul Day

November 12th is celebrated as Chicken Soup for the Soul Day. Regular nurturing our souls benefits our bodies. Whether you read a book, have a coffee, indulge in shopping, reflect on who you are and your achievements. To celebrate this day, you can offer your customers a special discount, a gift or do something to make them feel special. Here are some templates you can use:

NOV 13th



World Kindness Day

November 13th is observed as World Kindness Day in many countries. First introduced in 1998 by the World Kindness Movement, the day is now recognized and celebrated by many countries. Spread the message of kindness among your customers with these templates.

World Kindness Day is around the corner. Join us in showing kindness as we donate 50% of our sales proceeds towards. Shop: [\(Site link\)](#).

On World Kindness Day, we wish that you're blessed with kindness and love and you spread the same all around you. No act of kindness, however small, is wasted.

(Site name): We care for your health, (First name). On World Diabetes Day, we're just reminding you to eat healthy, exercise, drink water, and manage stress. Let's live a happy, healthy life!

Hi (First name), today is World Diabetes Day. Diabetes patients from the underprivileged section aren't able to afford treatment. Help us help them. All proceeds from today's sales on our site will be donated to (Charity name).

NOV 14th



World Diabetes Day

By 2030, 4.4% of the world population might be living with diabetes. November 14th is observed as World Diabetes Day to spread awareness and educate people about the need for diabetes care. As a brand, you can participate and do your bit by spreading the message. Here are some SMS templates you could use.

NOV 16th



International Tolerance Day

The International Tolerance Day is marked every year on 16 November to create awareness about the principles of tolerance. It is a day for respecting the cultures, beliefs and traditions of others and understanding the risks posed by intolerance. As a brand, you can spread the message and let people know the values and principles that your brand supports. Use these templates:

(Site name): Hi (First name),
Today, on International
Tolerance Day, we'd like to
show our appreciation for
tolerance by spreading a
simple message: The heart
of wisdom is tolerance.

Hi (First name), today is
International Tolerance
Day. Let us do our bit by
spreading the message of
love, respect, and tolerance
for others beliefs as much
as ours.

Hi (First name), get baking and break bread with your loved ones! Get a 10% discount across baking accessories and ingredients on (Site name). Only today. Happy Homemade Bread Day!

Hey (First name), let's celebrate Homemade Bread Day by recognizing the importance of cooking at home, eating healthy home food, and enjoying meals with our loved ones. Enjoy the day!

NOV 17th



Homemade Bread Day

Homemade Bread Day - a reminder to us to slow down, bake at home, eat healthier food, and enjoy the small joys of baking at home. If your site sells grocery or baking accessories, it's a great opportunity for you to run a special campaign. If not, share generic healthy eating or baking messages with your subscribers. Here are a few SMS templates to help you.

NOV 25th



Thanksgiving Day

November 25th is Thanksgiving Day, celebrated in the US and many other countries to appreciate and give thanks for the harvest and other blessings of the past year. Being one of the biggest occasions, you can plan a special Thanksgiving Day campaign, or engage your customers with generic Thanksgiving messages. Here are some SMS templates:

(Site name): Hi (First name), on Thanksgiving Day, we're grateful to all our customers for their continued support. Thank you very much for your trust in us.

Hey (First name): There's only one way we would like to thank you this Thanksgiving Day - buy from [\(Site link\)](#) today and get a free gift at checkout. Thank you!

Hey (First name)! We're so excited about our Black Friday sale this year. You know why? Take a sneak peek and you'll know: [\(Site link\)](#)

(First name), you're one of our lucky customers! Get early access to our BFCM sale, exclusively for our Loyalty Program members here: [\(Site link\)](#). Shop before the others.

Hi there! Sign up for our newsletter and get early access to our BFCM sale, secret discounts, and exclusive gift vouchers. For members only. So sign up today: [\(link\)](#)

Hey (First name), the biggest discounts you'll find for BFCM are here: [\(Site link\)](#). And you'll love the items on sale. Get shopping. Offers last till December 1.

NOV 26th



Black Friday

Black Friday is the busiest shopping day in the US and in many other parts of the world. If you're running a BFCM sale on your site, you'd have planned your SMS campaigns for the same. Here are some SMS templates you could use:

NOV 27th



Small Business Saturday

November 27th is observed as Small Business Saturday - a day created to encourage consumers to shop from local and small online businesses. The event takes place after Thanksgiving during the busiest shopping season. If you're a big brand, you could encourage your customers to support smaller businesses by buying from them; spread the message. If you're a small business, you can send out marketing and promotional campaigns to entice your subscribers to shop from your site. Use these templates.

Hey (First name), it's Small Business Saturday and we'd like you to join us in supporting local, small businesses. We're doing our bit by buying from them and would encourage you to do so, too.

(Site name): Hey (First name), it's Small Business Saturday! We've made it exciting for you with a special selection of discounted items. Head over to [\(Site link\)](#) to make your purchases.

Our Cyber Monday sale starts in an hour on [\(Site link\)](#). Use code CM2021 to receive a shopping voucher at checkout.

Hiya (First name), Cyber Monday sale has started on our site: [\(Site link\)](#). Shop now and receive a 10% extra discount over and above the sale discount.

Hey (First name), Cyber Monday is just around the corner. Don't miss out on our fantastic deals. Sign up to our Cyber Monday emailer today: [\(sign-up link\)](#)

NOV 29th



Cyber Monday

The most important shopping day for online stores - Cyber Monday. This event was created to encourage people to shop online. Being an online store, it's a big opportunity for you to boost your sales, secure new customers, and engage your customers. Here are some SMS templates that you can use for your Cyber Monday campaigns.

NOV 30th



Giving Tuesday

Every day's a good day for giving, but the Tuesday after Thanksgiving is especially observed as Giving Tuesday. It's a global generosity movement unleashing the power of people and organizations to transform their communities and the world. This Giving Tuesday, encourage your customers to join the movement with these SMS templates:

Hey (First name), it's Giving Tuesday and our staff has come together to collect donations for charities around the world. Make your contribution by buying something from [\(Site link\)](#). 10% of the proceeds will go to charities.

Hi (First name), tomorrow - Nov 30, is Giving Tuesday - a day of global giving. You can do your bit of giving by supporting our charity sale: [\(Site link\)](#). It will mean a lot to us and the charities that will benefit from the sale.

Ready to get started with SMS marketing for your Shopify store?

Put these SMS marketing templates to work with smart automations and two-way marketing campaigns using TxtCart.

[Get a free trial on TxtCart.](#)