



Your New Marketing Dream Team: Email + SMS

Kirk Bentley

Business Development Director



550

Organizations

600M

Emails sent per month

20⁺

Years

7,000

Monthly users

12

Countries







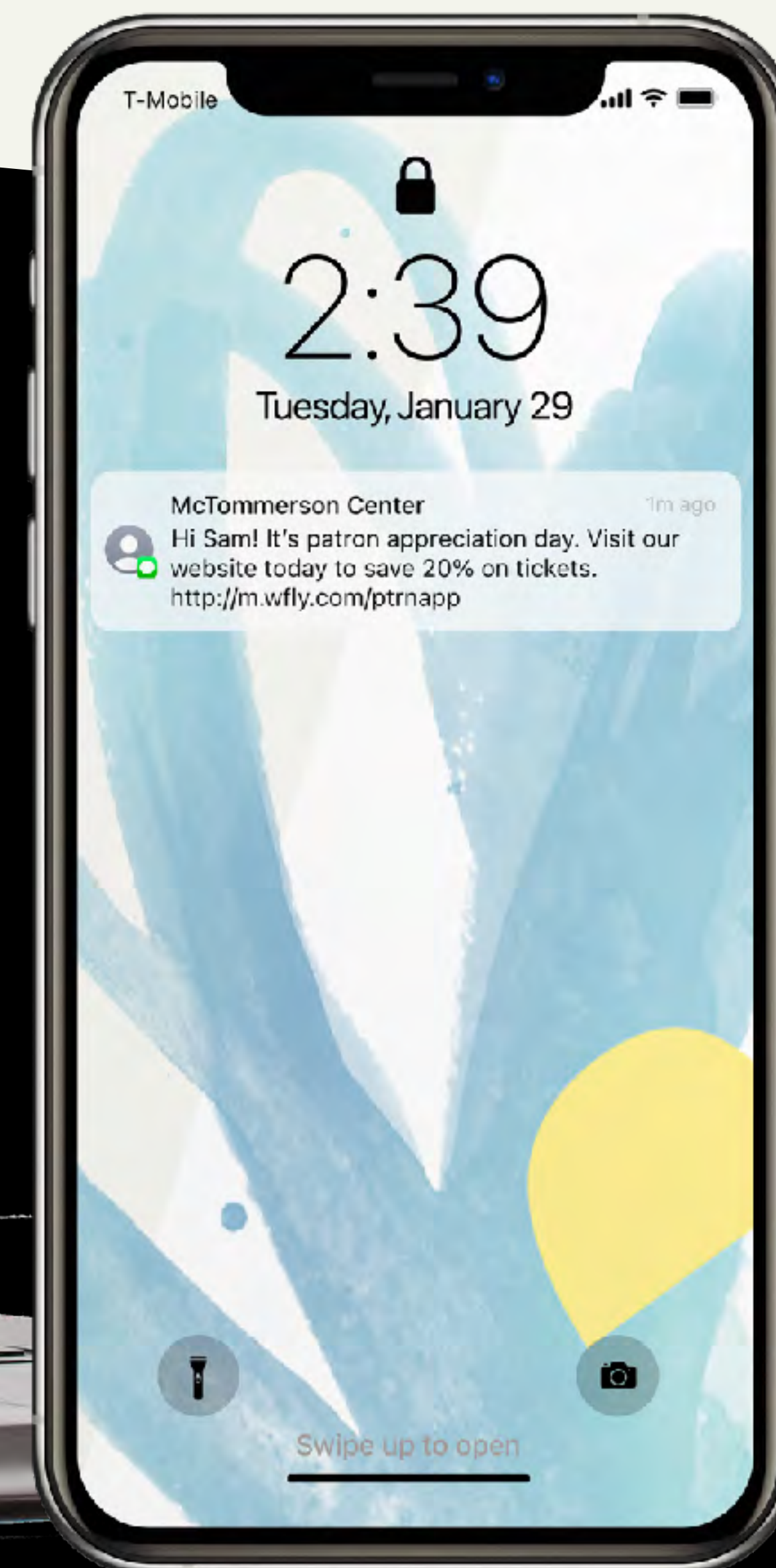
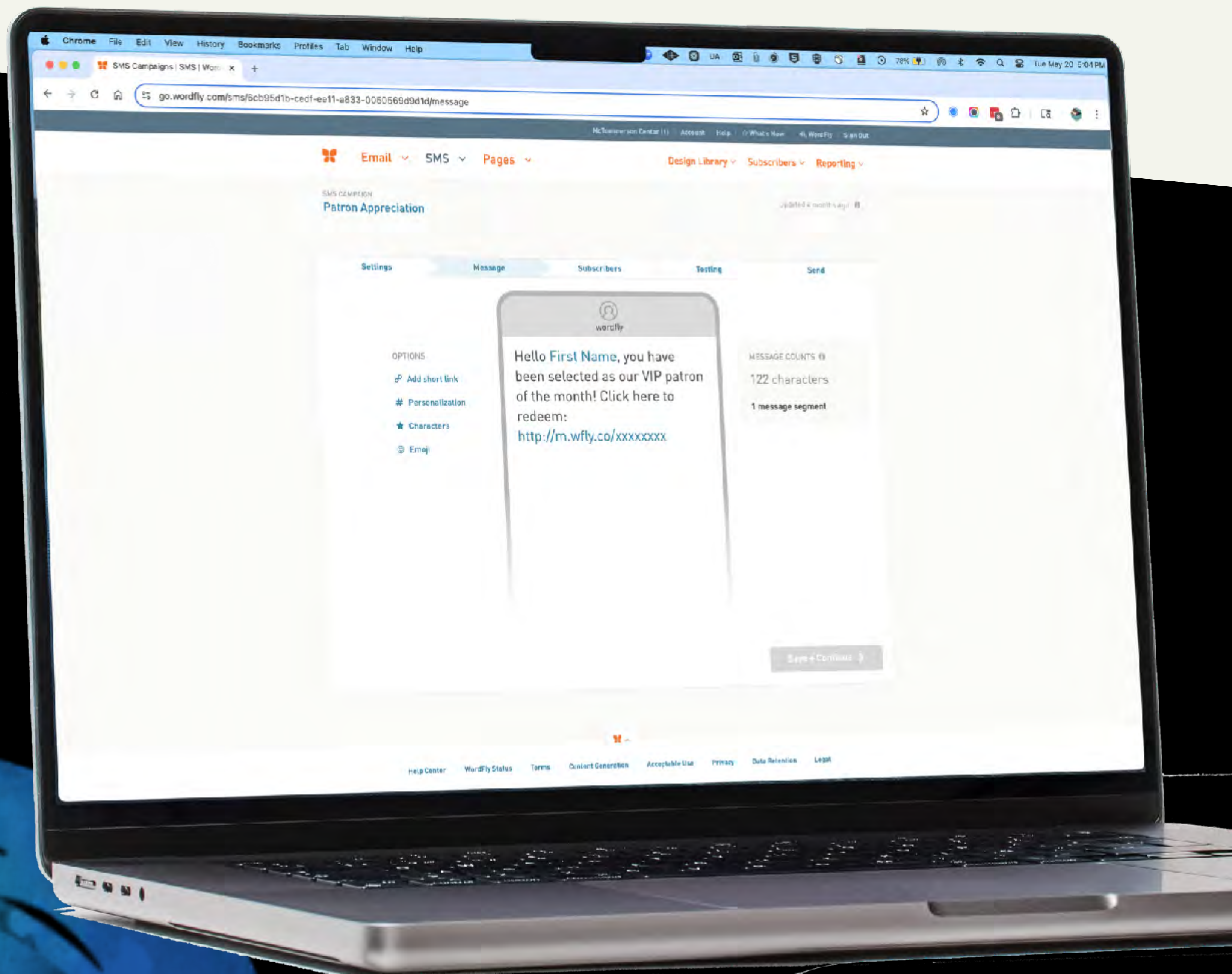


SMS is now available
everywhere!



How's your 2025 going?









Over 50 new
features + updates
since TLCC 2024




AI tools for productivity


 


Subject line composer

What is the main topic of your email?


Announcing our new AI-powered subject line composer


Any tone 


Any style 

Spark curiosity 

4 – 10 words



 Emoji

Generate 

By using content generating features, you acknowledge and accept

BLOCKS

STYLESHEET

SETTINGS

GLOBAL SETTINGS 

Preview text

Shows near the sender name and subject line in the inbox

Experience award-winning show Prima Facie this spring! Secure tickets for June now.





Multiple signup pages

Create a new page



RSVP

- Create an invitation
- Collect responses

Select



Survey

- Create a short survey
- Collect responses

Select



Landing Page

- Create a hosted web page
- No form fields

Select



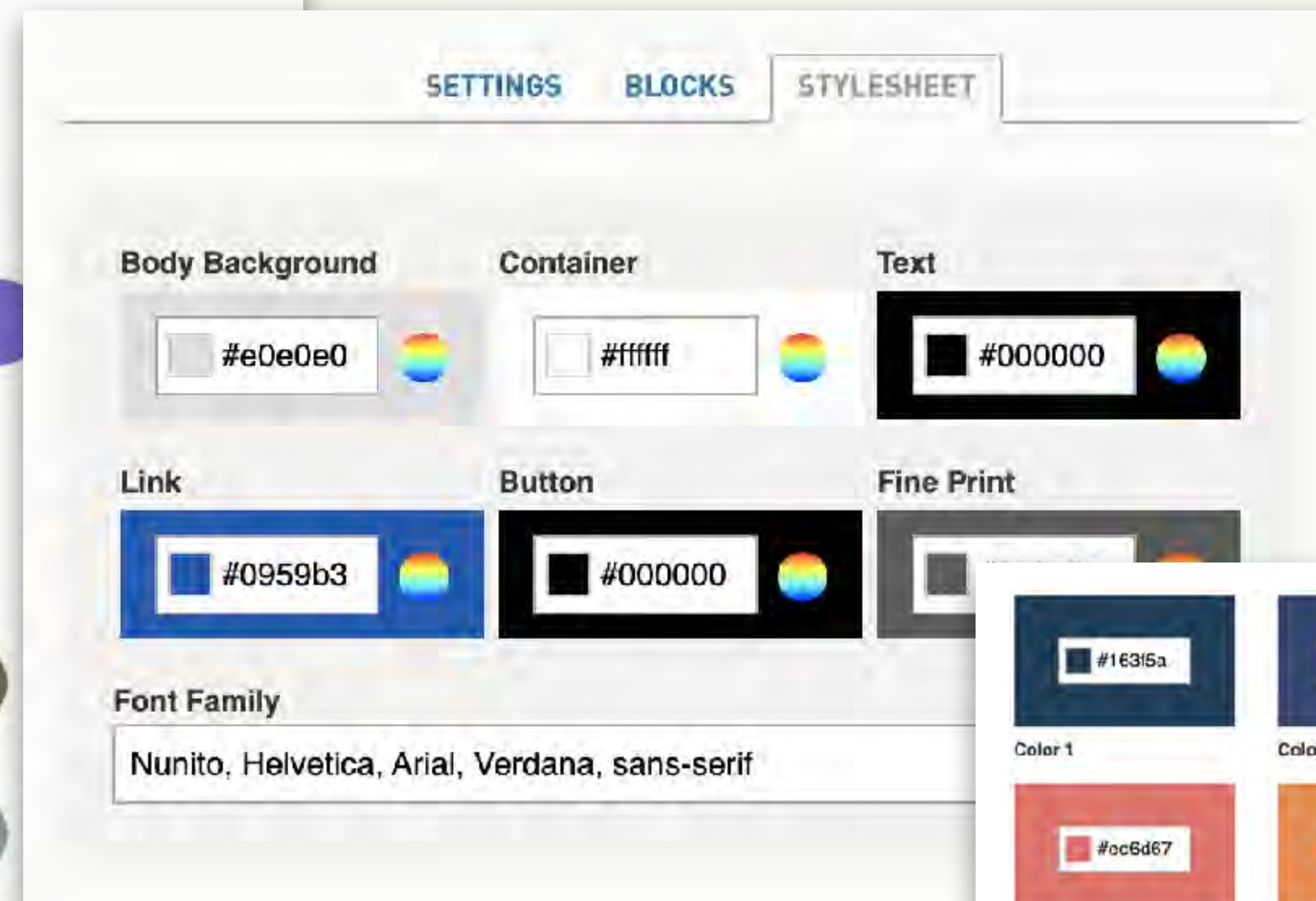
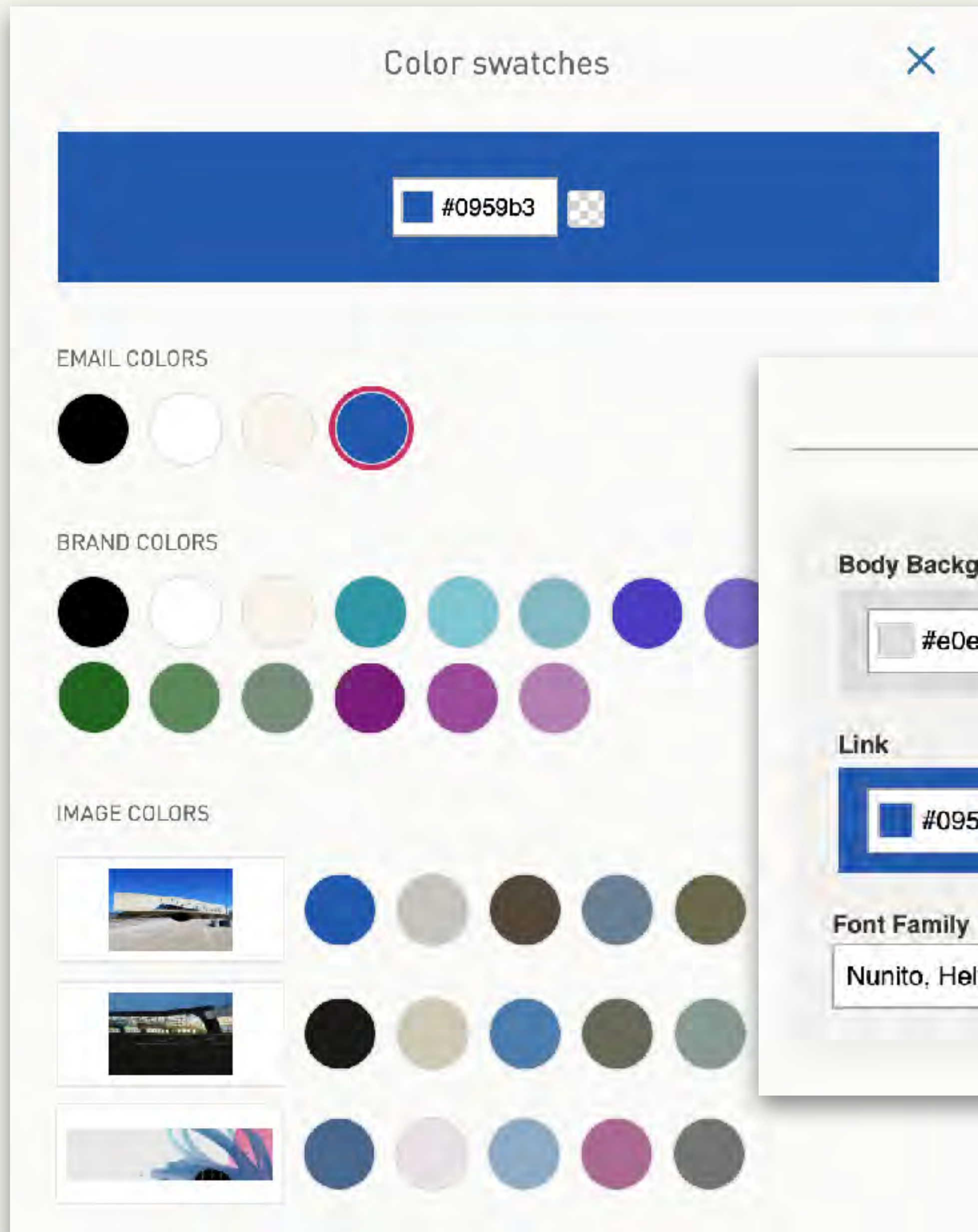
Subscribe



✓ Selected

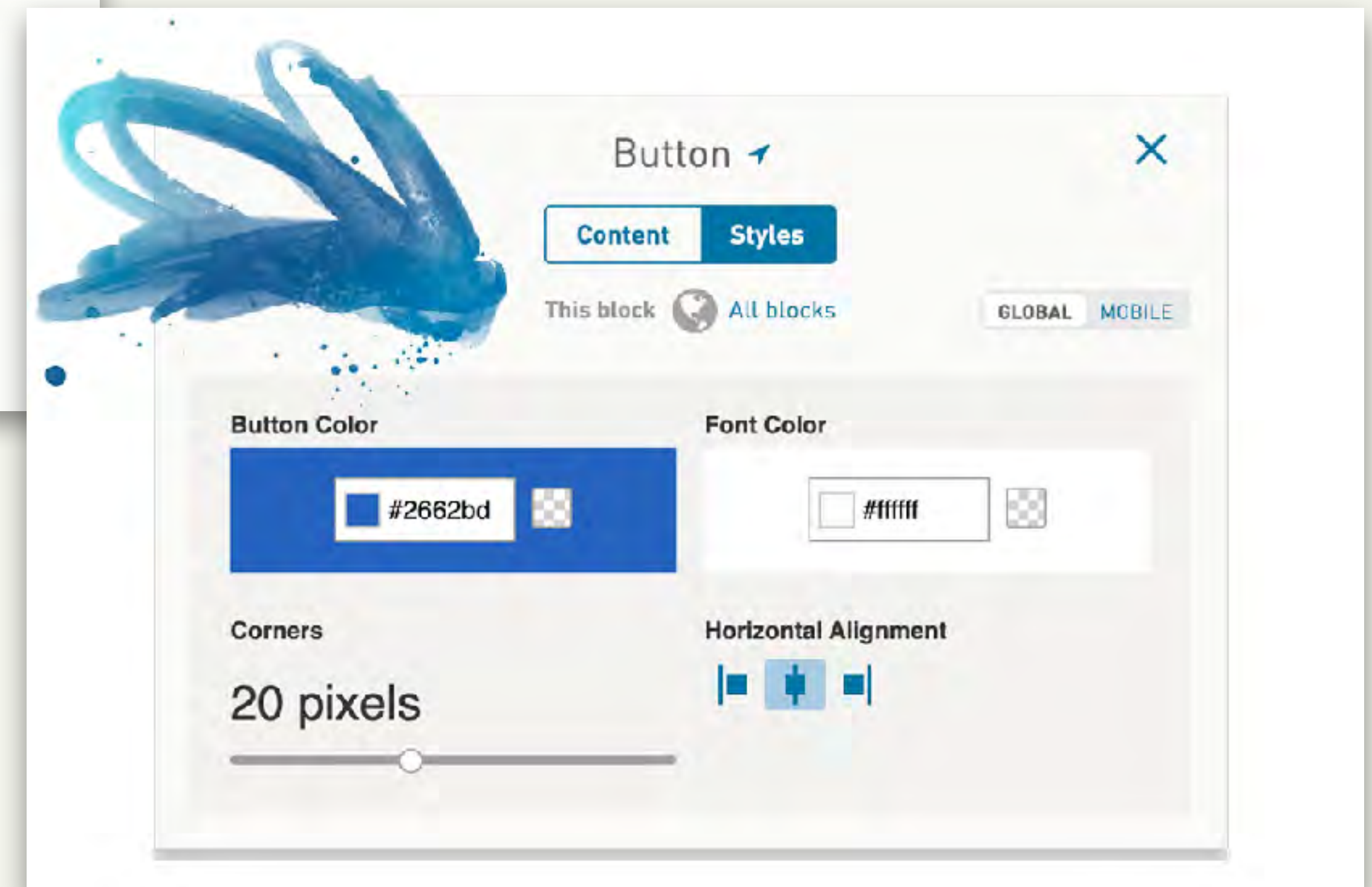
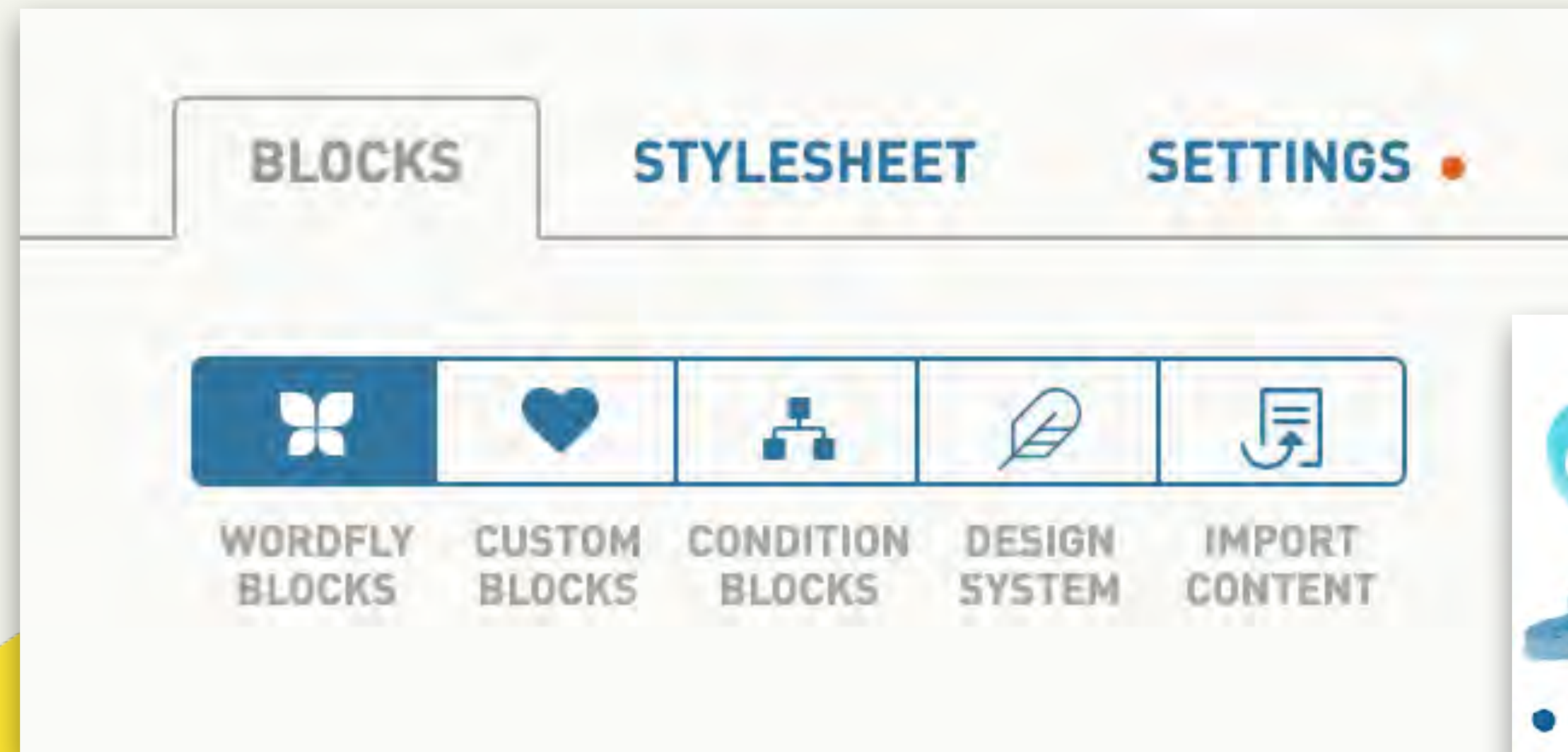


New color swatches + design shortcuts





Design System enhancements





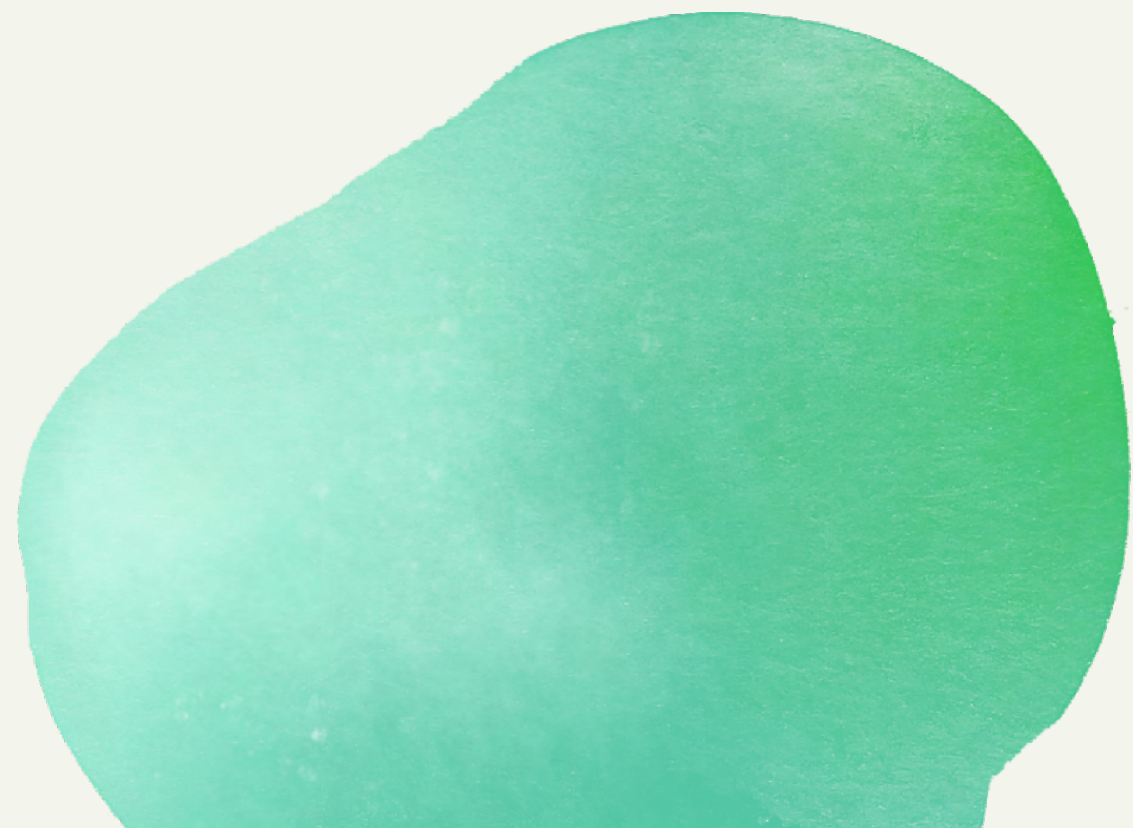
What is WordFly SMS?

SMS

USA/CAN/EU/UK/AUS



- In-app SMS campaign builder
- Personalized messages (dynamic text + links)
- 320 characters per segment
- Emoji + multilingual support
- STOP opt-out support
- Delivery + click tracking
- Tessitura data sync (clicks, bounces, unsubscribes)
- Tessitura subscriber list import





Email ▾

SMS ▾

Pages ▾

Design Library ▾

Subscribers ▾

Reporting ▾

SMS CAMPAIGN

Patron Appreciation

Updated a month ago ⓘ

Settings

Message

Subscribers

Testing

Send

Name

Patron Appreciation

Labels

Labels ▾



Add Google Analytics tags to links

Save ➤



Email ▾

SMS ▾

Pages ▾

Design Library ▾

Subscribers ▾

Reporting ▾

SMS CAMPAIGN

Patron Appreciation

Updated a month ago ⓘ

Settings

Message

Subscribers

Testing

Send

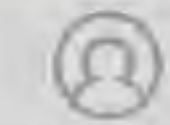
OPTIONS

🔗 [Add short link](#)

[Personalization](#)

★ [Characters](#)

😊 [Emoji](#)



wordfly

Hello [First Name](#), you have been selected as our VIP patron of the month! Click here to redeem 💖:
<https://m.wfly.co/xxxxxxx>

MESSAGE COUNTS ⓘ

125 characters

1 message segment



Email ▾

SMS ▾

Pages ▾

Design Library ▾

Subscribers ▾

Reporting ▾

SMS CAMPAIGN

Patron Appreciation

Updated 6/12/2025 2:24:19 PM ⓘ

LIST

Patron Appreciation

Select a different list

Settings

Message

Subscribers

Testing

Send

Which type of Tessitura list? [Change](#)

Use an extraction list

Import your Extraction (v15) or Segmentation Set (v16) list directly from WordFly.

Run a List Manager list

Create your List Manager list within WordFly.



Email ▾

SMS ▾

Pages ▾

Design Library ▾

Subscribers ▾

Reporting ▾

CAMPAIGN

Patron Appreciation

Updated a month ago ⓘ

Settings

Message

Subscribers

Testing

Send

SEND TEST MESSAGES

SUBSCRIBER PREVIEW

SMS CHECKLIST

Send a test message

Mobile number

Please enter only one number at a time. Country code is required.

Examples: +44 7xxx xxxxxx, +61 4yy yxx xxx, +1 xxx xxx xxxx

See [SMS Settings](#) in the account section for list of enabled countries. Mobile rates will apply.

Send test



Email ▾

SMS ▾

Pages ▾

Design Library ▾

Subscribers ▾

Reporting ▾

SMS CAMPAIGN

Patron Appreciation

Updated a month ago ⓘ

Settings

Message

Subscribers

Testing

Send

Ready to send?

Send date + time

Now ▾

This campaign will be sent to **0**



Settings



Message

Content

Hello {{{First Name##[10] || Member}}}, you have been selected as our VIP patron of the month! Click here to redeem 💖:
{{<<www.wordfly.com>>}}

MESSAGE COUNTS ⓘ

125 characters

2 message segments ⚠️

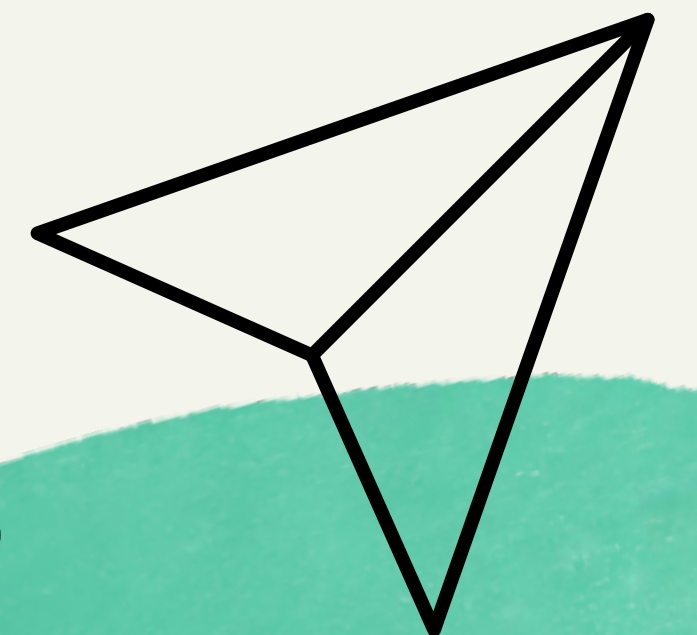
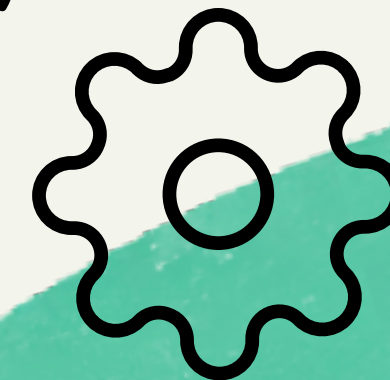


Subscribers



SMS automation

- Create one-off triggers and workflows
- Great for reminders, abandoned cart
- Follow up with surveys (also integrated!)



SMS Campaign

Campaign Name

SMS Only Workflow

Labels

Labels

MESSAGE

Select message ...

OPTIONS

- ☐ Add Google Analytics tags to links
- ☐ Add source number to links

Close

CRM ACTIVITY
Tessitura

Make selections on previous step



SUBSCRIBER EXITS

SMS Campaign

Campaign Name

SMS Only Workflow

Labels

Labels

WORKFLOWS X

MESSAGE

SMS Only Workflow 01

Change

OPTIONS

- ☒ Add Google Analytics tags to links
- ☒ Add source number to links

Close

CRM ACTIVITY
Tessitura

Make selections on previous step





Overview

Clicks

Hard bounces

Soft bounces

Overview

1,000
delivered

Sent to 1,000

25%

unique click rate
Your average: 21.62%

Q 250 unique clicks
Q (398 total clicks)

0%

hard bounce rate
Your average: 2.27%

Q 0 hard bounces

0%

soft bounce rate
Your average: 1.14%

Q 0 soft bounces

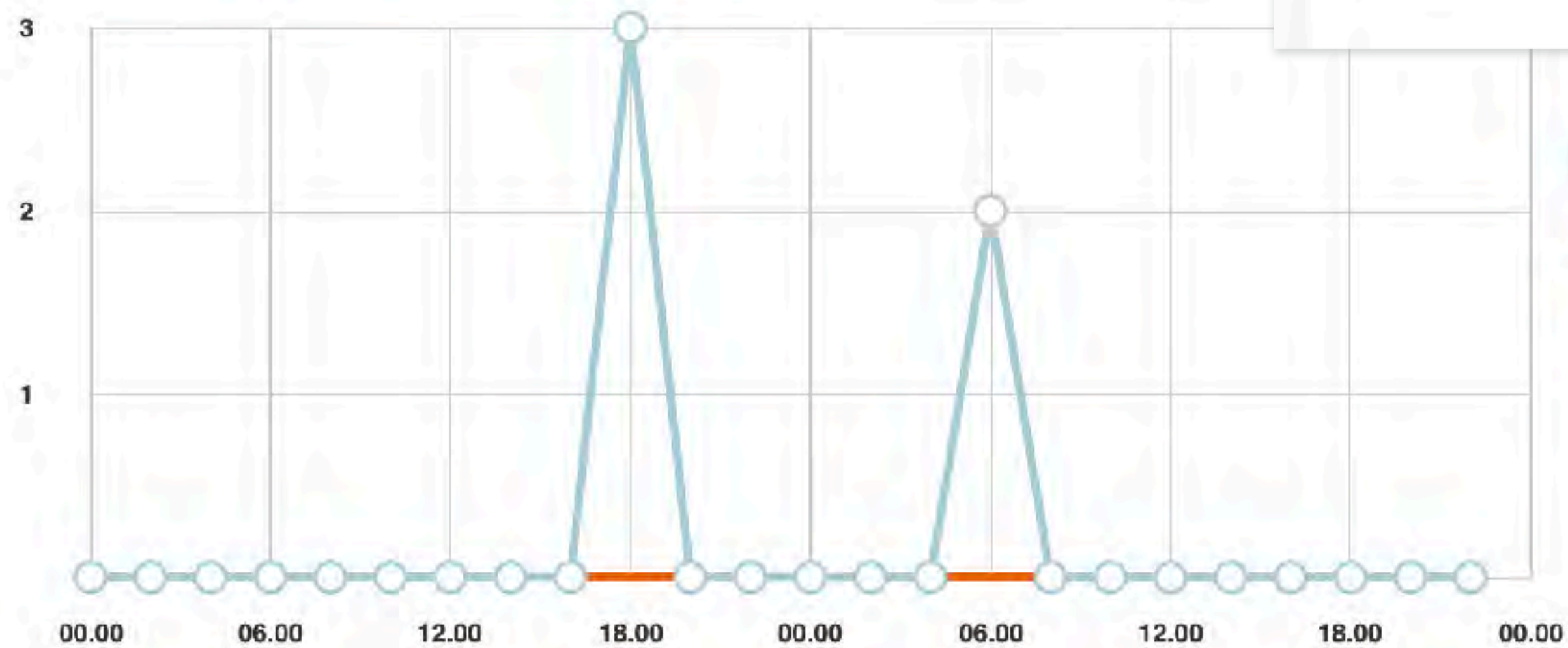
CAMPAIGN OVER TIME

TIME

DAY

RANGE

Dates 5/27/2025 - 5/28/2025 >



Overview

Clicks

Hard bounces

Soft bounces

Clicks

25%

unique click rate

Your average: 21.62%

250

unique clicks

Q 250 unique clicks
Q (398 total clicks)

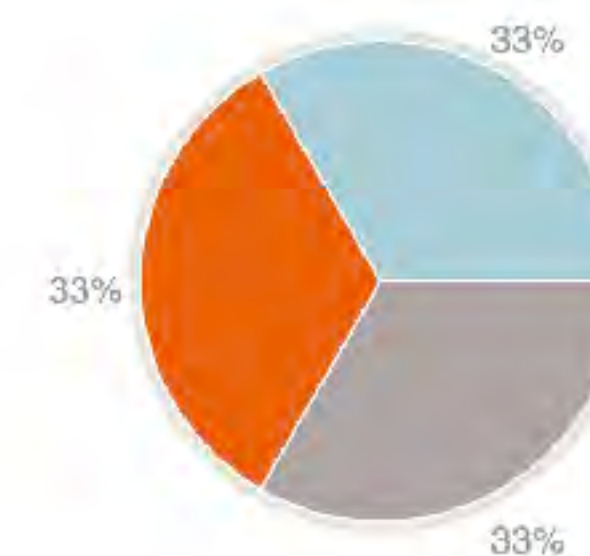
CLICKS BY LINK

Showing Unique Clicks | Dates 5/27/2025 - 5/28/2025 >

PIE

BAR

GRID



Season Calendar
Film Finder
Tix

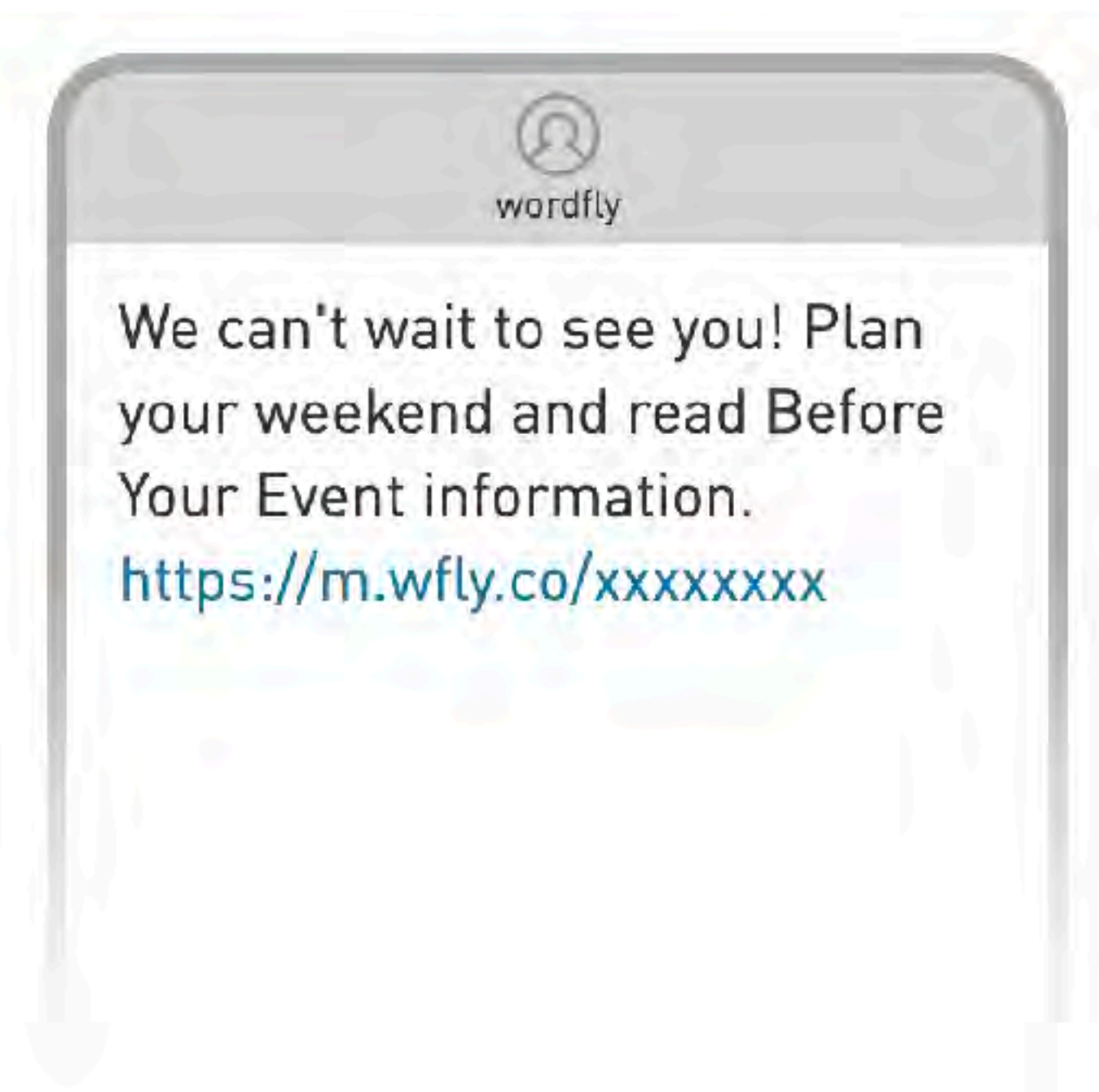


Tessitura Integration





Seamless data transfer



Works just like email!


- Import Contacts
- Dynamic Content
- Clicks
- Unsubscribes
- Bounces





Works just like email!

If you are currently integrated, there are just a few steps:

- No changes to integration needed
 - Uses existing LP_UPDATE_EMAIL_PROMOTION
 - Uses existing tables
 - Use Extractions (Segments) and List Manager
- 

[Help Center](#) / [SMS](#)

SMS

All you need to know about sending text messages.

SMS Basics

[Guide to SMS](#)[Send an SMS campaign](#)

SMS with Tessitura

[Set up an SMS opt-in form in TNEW](#)[Preparing Tessitura to receive SMS responses from WordFly](#)[Create an SMS number list in Tessitura](#)

Get Started

[Get started with SMS](#)[Get started with SMS](#)[Become a verified SMS](#)

Preparing Tessitura to receive SMS responses from WordFly



Kirk Bentley

To ensure seamless integration with WordFly's SMS functionality, Tessitura customers need to configure their system to process SMS-specific responses: hard bounces, soft bounces, and unsubscribe (STOP) messages. This involves setting up new response types and updating processing workflows to handle SMS data appropriately.

Step 1: Create SMS-specific response types in Tessitura

Define new response types in Tessitura to distinguish SMS responses from email responses.

- ✓ **SMS Hard Bounce**
 - *Purpose:* Identify invalid or unreachable mobile numbers.
 - *Suggested Code:* SMS_HARD_BOUNCE
- ✓ **SMS Soft Bounce**



Why SMS?





Money

How One Museum Made Over \$158,000 with SMS Marketing – And What You Can Learn

April 04 2023



By Manuel Charr



Could a simple text message boost your museum's revenue and engagement? The Museum of Contemporary Art (MCA) Chicago has proven it can. Through a carefully crafted SMS marketing strategy, they've turned mobile notifications into a powerful tool for driving sales, attracting repeat customers, and building stronger connections with their audience.

At the MuseumNext Digital Summit, Abraham Ritchie, Associate Director of Digital Marketing at MCA Chicago, shared the story behind their SMS success – from initial setup to key lessons learned along the way.

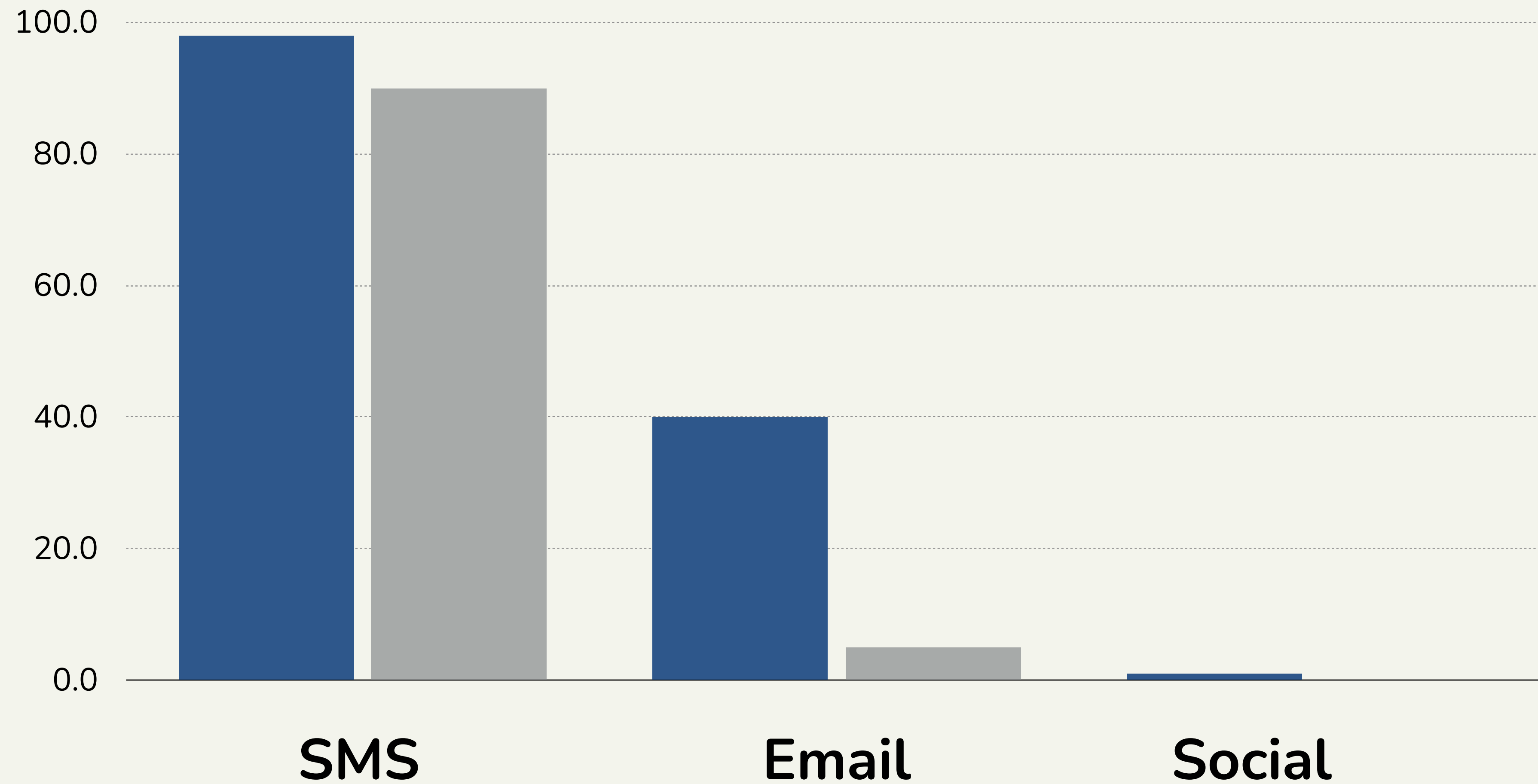
Why MCA Chicago Turned to SMS Marketing During a Crisis

In the wake of the COVID-19 pandemic, MCA Chicago faced significant challenges in maintaining engagement and driving revenue, especially for its museum store. Email campaigns and social media remained core tools, but the team wondered if they could do more to connect with their audience. SMS marketing emerged as an underutilised opportunity to deliver timely, impactful messages directly to visitors' mobile phones.





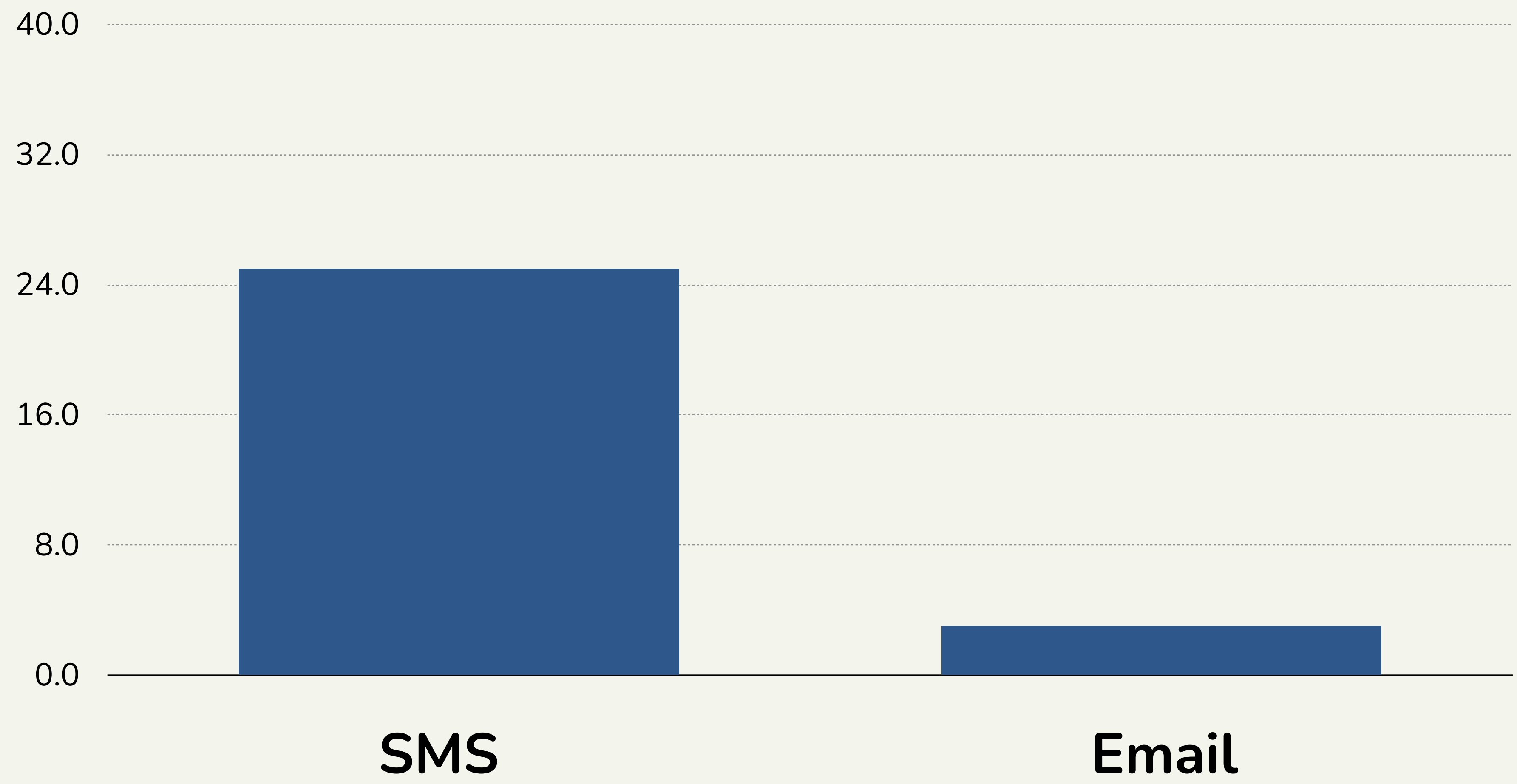
Open + Read rates



■ Open Rate
■ Read within 3 minutes



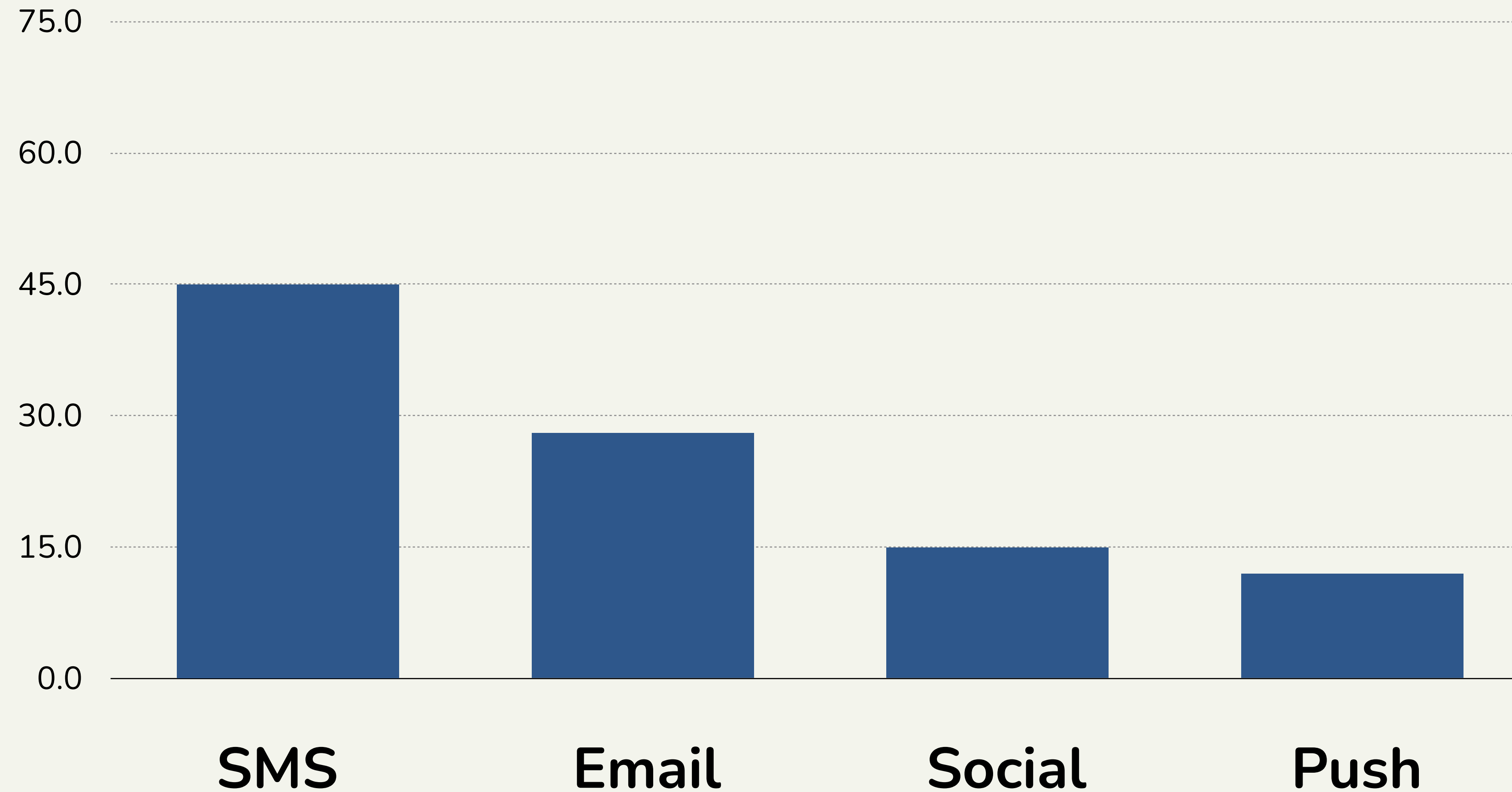
Conversion rates



■ Conversion Rate (%)



Audience preference



■ Audience Preference (%)



Real-World Examples

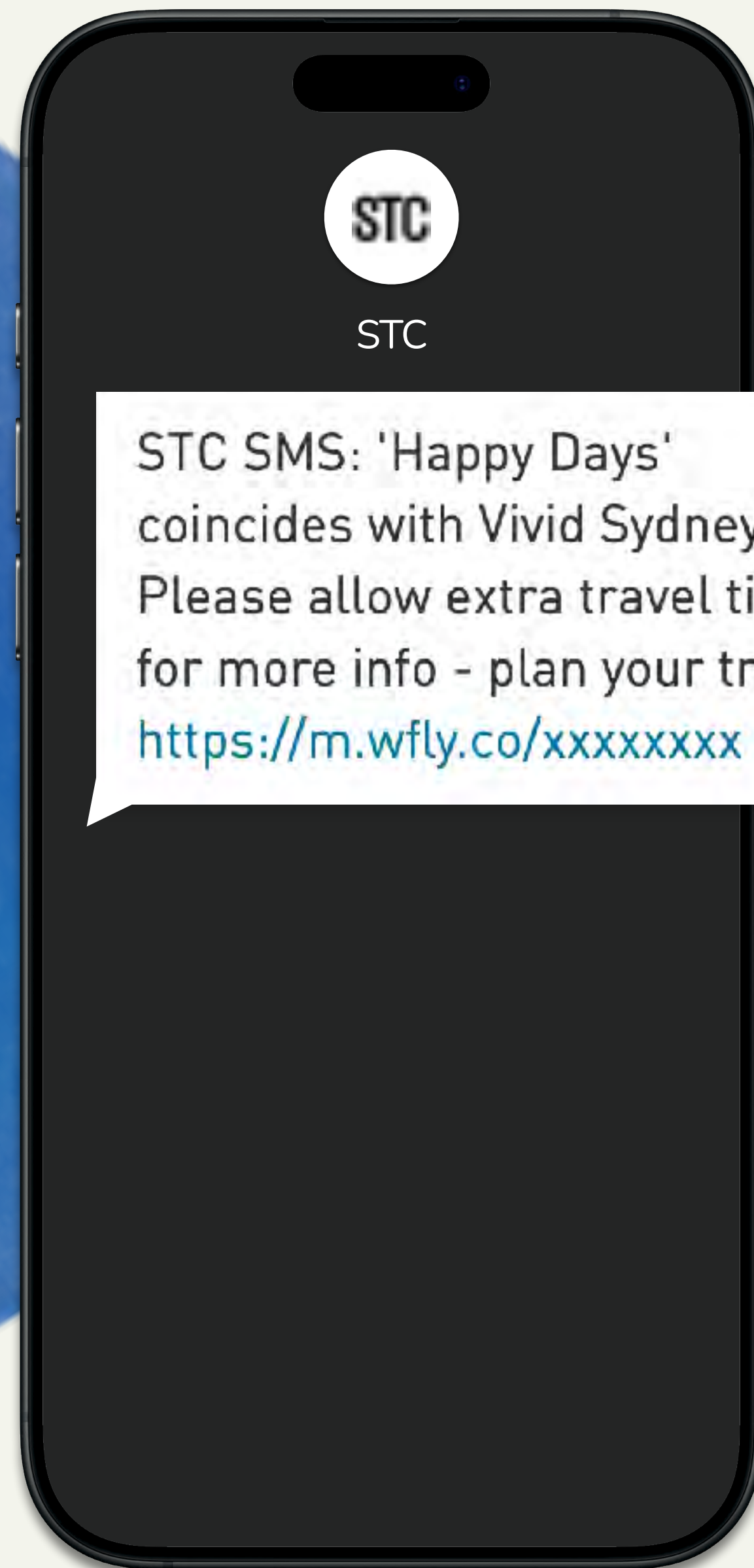




SYDNEY THEATRE CO

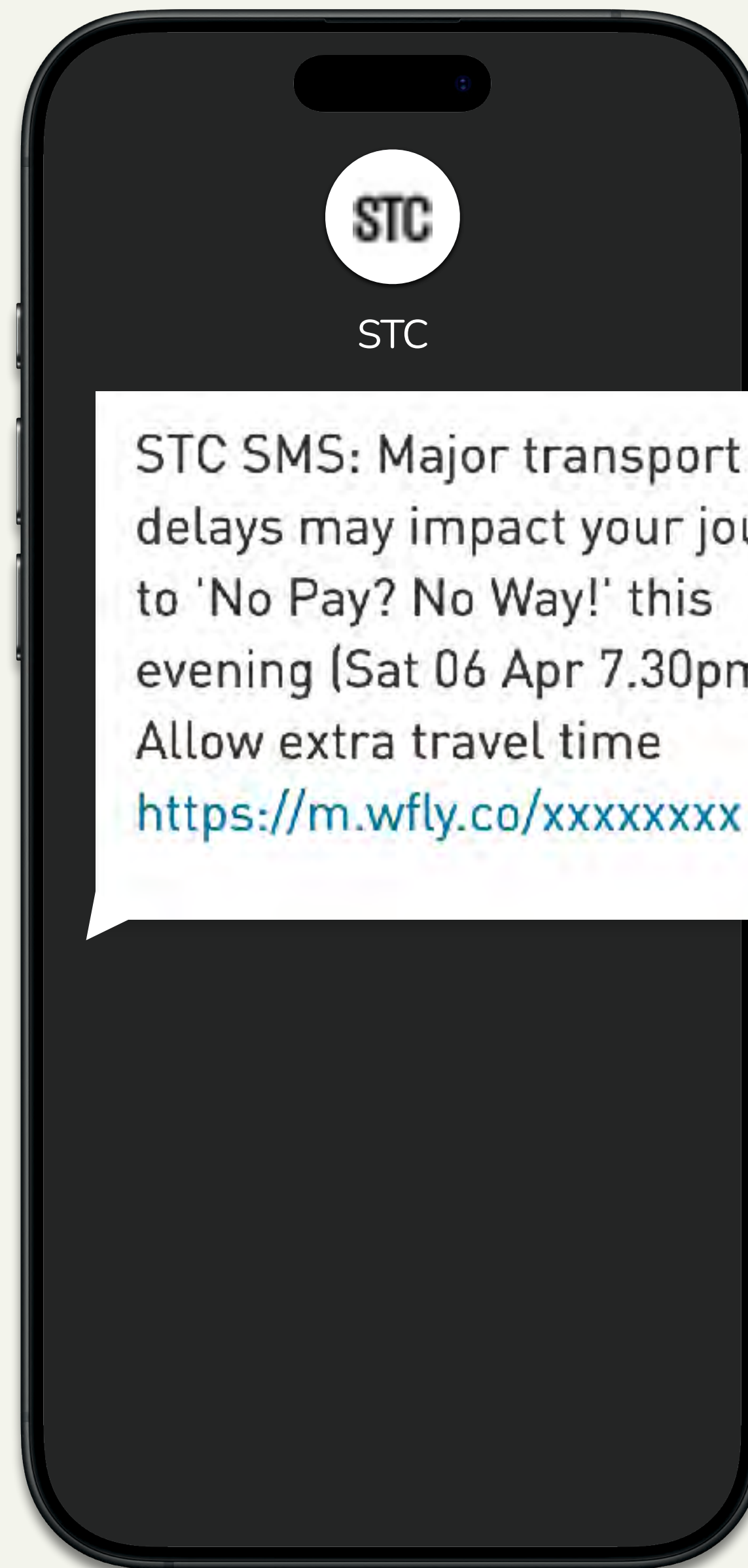
“SMS provides a fast and direct way to communicate urgent messages with patrons who might otherwise miss an email, helping ensure they don’t miss their show due to unexpected traffic or transport delays.”

NOTIFICATION COMMS



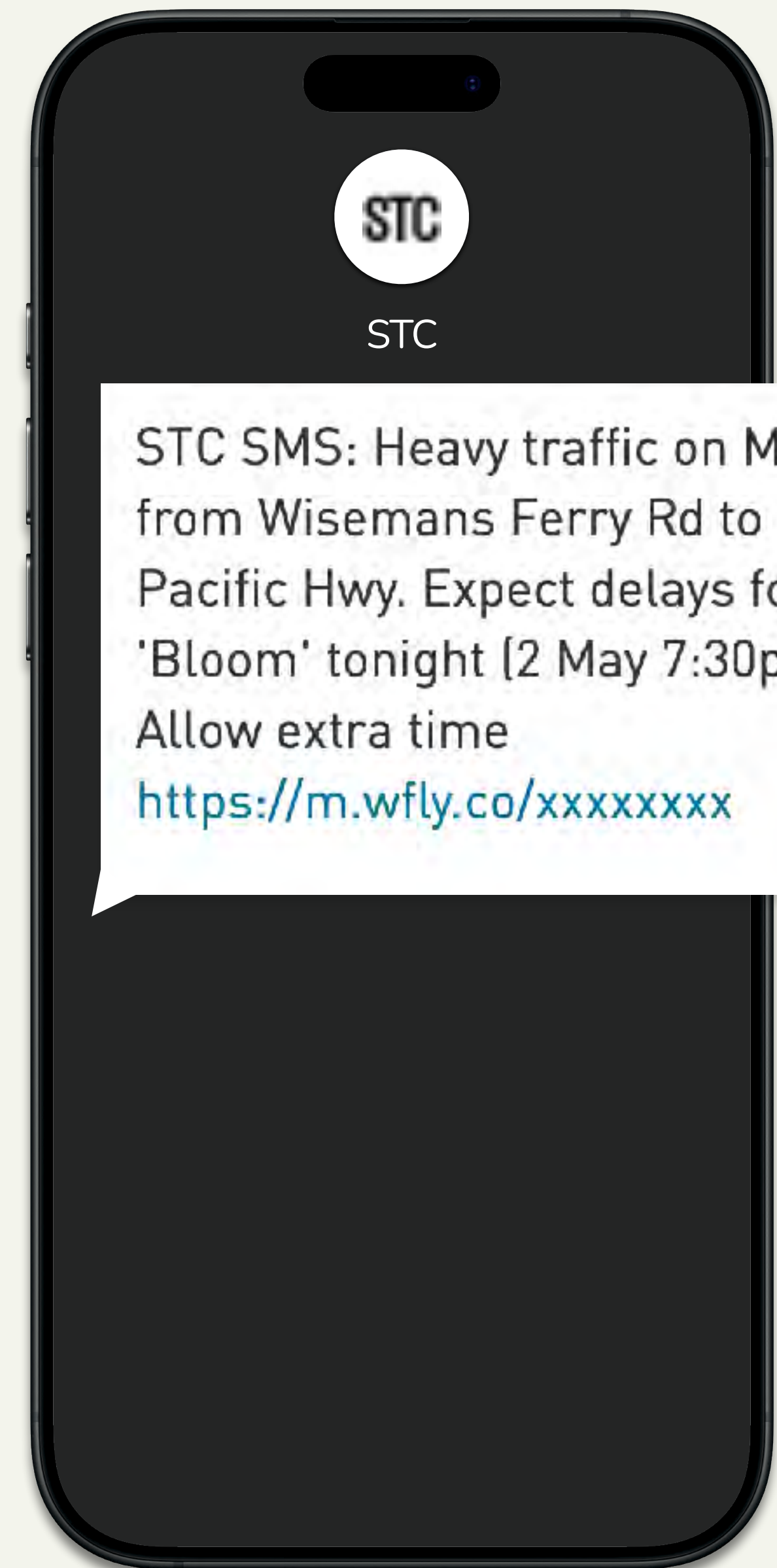
STC SMS: 'Happy Days' coincides with Vivid Sydney. Please allow extra travel time, for more info - plan your trip <https://m.wfly.co/xxxxxxx>

URGENT COMMS



STC SMS: Major transport delays may impact your journey to 'No Pay? No Way!' this evening (Sat 06 Apr 7.30pm). Allow extra travel time <https://m.wfly.co/xxxxxxx>

URGENT TRAFFIC COMMS



STC SMS: Heavy traffic on M1 from Wisemans Ferry Rd to Pacific Hwy. Expect delays for 'Bloom' tonight (2 May 7:30pm). Allow extra time <https://m.wfly.co/xxxxxxx>





“We have been using SMS for a number of years and find it a great tool to use for alerting customers to important information. For example, show cancellations, weather warnings, reduced parking at busy times of the year and any venue-specific messaging such as limited lifts or services available.

We find SMS easy to use, straightforward to set up and the feature to include a link is great to navigate the customer to more info online. This ability to get to people quickly and visibly on their phone has proved a valuable tool in making their visitor experience much smoother.”





Ticket On-Sale / Priority



Moulin Rouge! The Musical is coming to Birmingham Hippodrome



Wed 15 Oct - Sat 15 Nov 2025

Pop the champagne, **Moulin Rouge! The Musical** is coming to Birmingham Hippodrome in 2025!

Enter a world of splendour, of eye-popping excess, of glitz, grandeur and glory! A world where Bohemians and aristocrats rub elbows and revel in electrifying enchantment. Welcome to **Moulin Rouge! The Musical**!

Winner of 10 Tony awards including Best Musical, Best Director, and Best Choreography **Baz Luhrmann's** revolutionary film comes to life onstage, remixed in a new musical mash-up extravaganza. A celebration of Truth, Beauty, Freedom and – above all – Love, **Moulin Rouge!** is more than a musical; it is a state of mind.

Booking information

Wed 15 Oct - Sat 15 Nov 2025

Tickets from £25*

Age Guidance: 12+

Friends Priority on sale: Tue 12 Nov 2024, 9am

Moulin Rouge! The Musical Sign-Up: Tue 12 Nov 2024, 12 noon

General on sale: Thu 14 Nov 2024, 12 noon

[FIND OUT MORE](#)



Hippodrome

Dear Friend. Just a reminder that tickets for **MOULIN ROUGE! THE MUSICAL** are now on priority sale to you. Don't miss your chance for first access to seats.





Cancellations

Dear theatre-goer,

Information about your {{Order ###Order Number## || your order}}.

We are sorry to inform you that due to an unforeseeable scheduling change, both performances of **RuPaul's Drag Race Werq The World** on Sun 30 Mar at 3pm & 8pm have been cancelled.

As you had a booking for **RuPaul's Drag Race Werq The World**, we have credited your account with a **Day Gift Voucher**. The voucher can be used against any other future productions at Birmingham Hippodrome. Please see below for options available regarding this cancellation. If you also had a hospitality booking in the Circle Lounge or The Proscenium Lounge, we will have been in touch separately about these.

Rainy Day Gift Voucher

Voucher Number

{{##Gift Cert Number## || Contact Ticket Sales}}

Voucher Value

{{##Ticket Total Amount## || Contact Ticket Sales}}

Voucher valid for two years, [terms and conditions can be viewed here](#).



What are my options?

Redeem

Gift Vouchers can be used towards any future productions at [Birmingham Hippodrome](#). They can be redeemed online at the checkout stage of your purchase. [View all our upcoming productions here](#).

Refund

If you would like a refund then please contact our sales team on our **Post-Purchase Line 0121 689 1070** (option one) open Mon - Fri 10am - 6pm, excluding Bank Holidays.

Please note, we are only able to refund customers over the phone, not via email.

So that we can process your refund quickly:

- Please have your order number and gift voucher number ready (as detailed in this email).
- Please note, it is the original named booker on the order that needs to contact us (for data protection).



Hippodrome

This is a reminder that RuPaul's Drag Race Werq the World on 30 Mar at the Hippodrome is not going ahead. Please contact us on 0121 689 1070 with any queries.





Last Minute Updates



Dear {{##Salutation_Inside## || visitor,}}

We can't wait to welcome you to Birmingham Hippodrome for the forthcoming production of **Mary Poppins**.

We open 2 hours before the show, so come early, relax and beat the queues! Whether you would like to sit with us in The Circle Lounge, relax in our stylish Proscenium Lounge, grab a snack or enjoy a pre-show drink, we have something to suit everyone. Explore your options below and plan your visit today.



The Circle Lounge

Share food with friends, family and loved ones just a few steps away from your seats in the auditorium.

Join us before the show and make the most of your visit with our tasty menus, private toilet facilities and dedicated waiter service throughout.

Book now!

[MENUS & BOOKING](#)



The Proscenium Lounge

Add some VIP sparkle to your visit in our Proscenium Lounge, with packages starting at just £29 per person.

Enjoy pre-show and interval access, a dedicated host, a private bar and washroom as well as delicious drinks and nibbles.

Beat the queues and relax in style.

[MENUS & BOOKING](#)



Hippodrome


Please leave plenty of time if you require the use of the lift during your upcoming visit to **Mary Poppins**. Our lifts are currently getting a well-earned upgrade for our future generations. We apologise for the inconvenience, thank you for your patience.






Customer Journey

PRE-SHOW

**OPEN FOR JOY GOOSEBUMPS TEARS & LAUGHTER**

ESSENTIAL INFORMATION
Joseph and the Amazing Technicolor Dreamcoat
Thursday 22 May
7.30pm



Dear {{@First Name}} {{ Friend }}

We wanted to take this opportunity to share a few important details ahead of tomorrow evening's performance of *Joseph and the Amazing Technicolor Dreamcoat*.

Please arrive at our **Thorp Street** entrance from **8.30pm** where you can collect your programme and drinks vouchers.

The show starts at **7.30pm** with a runtime of approximately **1 hour 60 minutes**, including an interval.

Age guidance

PG, no under 16s admitted

Your tickets


Your Mobile Tickets will have been emailed to you. Please have your Mobile Tickets ready to display on arrival. (If you are using a mobile device please have the screen brightness turned up). You may be asked to show your tickets on a few occasions so please keep them to hand.

We also have a handy guide to our Mobile Tickets [here](#).

If you have not received your tickets, please contact us at tickets@birminghamhippodrome.com.


[More info](#)[Production Images](#)



CUSTOMER SERVICE REMINDER

**Hippodrome**

A reminder for your trip to Joseph - traffic will be busy in the city this weekend & parking is restricted. Please leave plenty of time for your journey.

POST-SHOW

**Thank you for coming**


**MATT SLACK**
AS PHARAOH


Thank you for joining us here at Birmingham Hippodrome for Joseph and the Amazing Technicolor Dreamcoat. We hope you enjoyed the show and your visit.


Make sure to share your pictures and selfies online tagging [@brumhippodrome](#) on Facebook, Instagram or X.

We look forward to seeing you soon!


We think you may also like...

**Mary Poppins**
16 Jul - 23 Aug

**Robin Hood**
20 Dec - 1 Feb 2026

**Matilda The Musical**
1 Jul - 2 Aug 2026

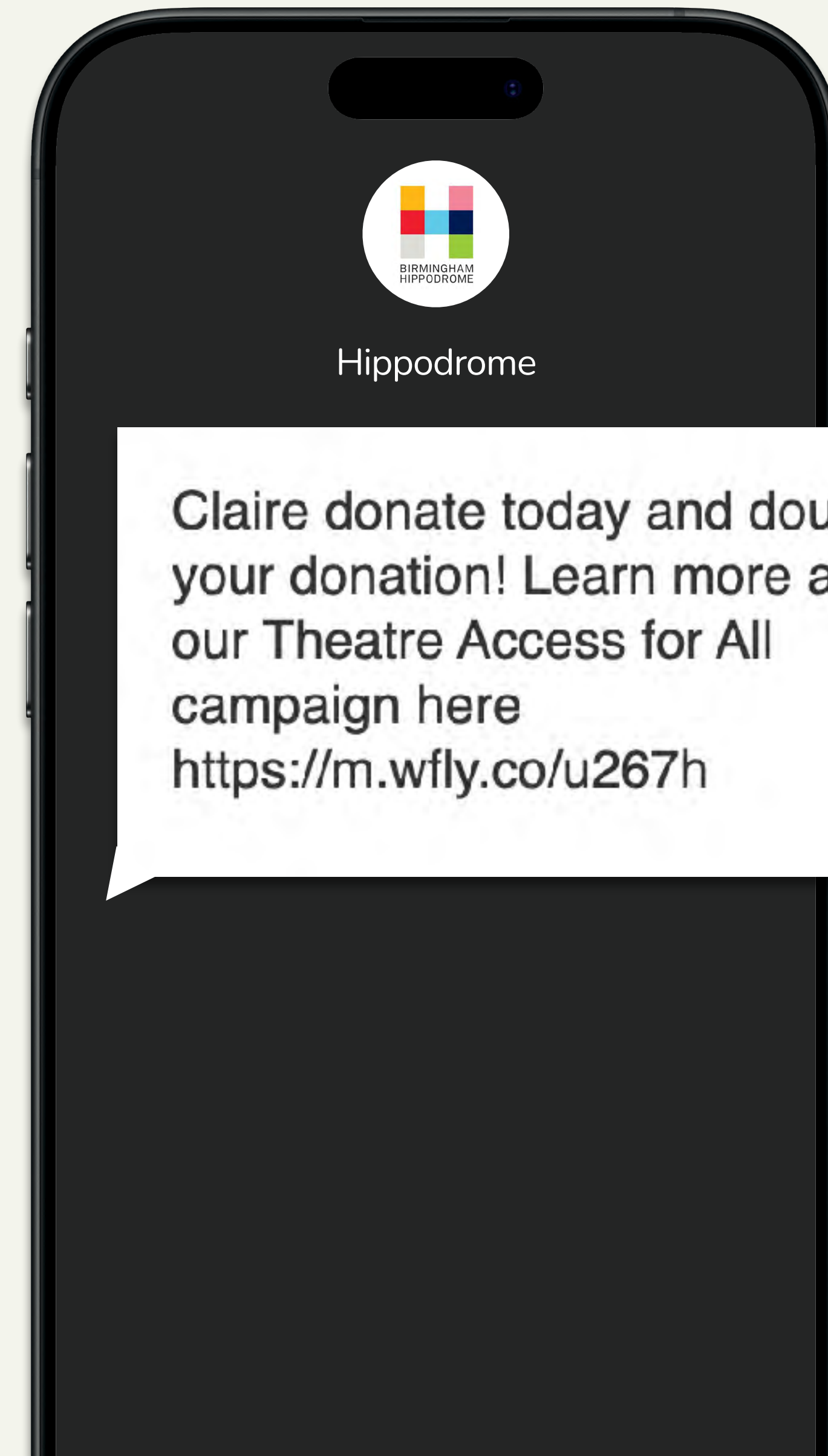
[MORE INFO](#)[MORE INFO](#)[MORE INFO](#)



Fundraising



“We have also been using SMS as a tool in our yearly fundraising campaign. We find SMS a good shortcut method to communicate with supporters who we identify as more likely to be digitally savvy. We also find it a good tool to reach those lower-level donors quickly and efficiently and something we plan to continue.”







2024 Young Belvoir Theatre Club

Dear ##First Name##,

We are looking forward to our first Young Belvoir meeting for 2024 which will take place at Belvoir before the performance of *Tiny Beautiful Things* on Wednesday 7th February.

Please arrive at 5.00pm for a 5.15pm start. If you are running late or are travelling from regional NSW or interstate please don't rush or worry if you are late! You can join the meeting when you arrive.

Please let us know as soon as possible if you are unable to attend the performance on Wednesday 7 February. This is **important**.

[CLICK TO LET US KNOW YOU CANNOT ATTEND MEETING ONE](#)

Our meeting will take place at Belvoir St Theatre, 25 Belvoir St Surry Hills. We will meet in the **Green Room**. When you arrive walk through the glass doors and up to level 3 via the stairs or the lift. There will be signs for you to follow when you arrive.

There is nothing you need to bring with you, other than your enthusiasm! We recommend leaving big bags at home, or you can check these in at the Box Office before the meeting. Wear what feels comfortable for you! Some members might be in school uniform, others might be in mufti.



TINY BEAUTIFUL THINGS

After our meeting the club will attend the performance together. You will watch *Tiny Beautiful Things*, the book by Cheryl Strayed, adapted for the stage by Vardalos and directed by Lee Lewis.

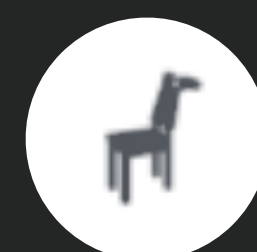
Your ticket to *Tiny Beautiful Things* will be your name and available to collect on the night of the meeting.

The show starts at 5.30pm and will run until 8.30pm. After the show finishes we will meet in the Green Room for a short check in. You will need to make arrangements to be picked up or to find your own way home at 8.30pm.

[READ THE DIGITAL PROGRAM](#)

CONTENT ADVICE

This production contains strong language, complete blackouts, and mature themes including complex relationships.



Belvoir

Hello! Our first Young Belvoir meeting is tomorrow night. We emailed you the details yesterday. Please check your email for what to do next!





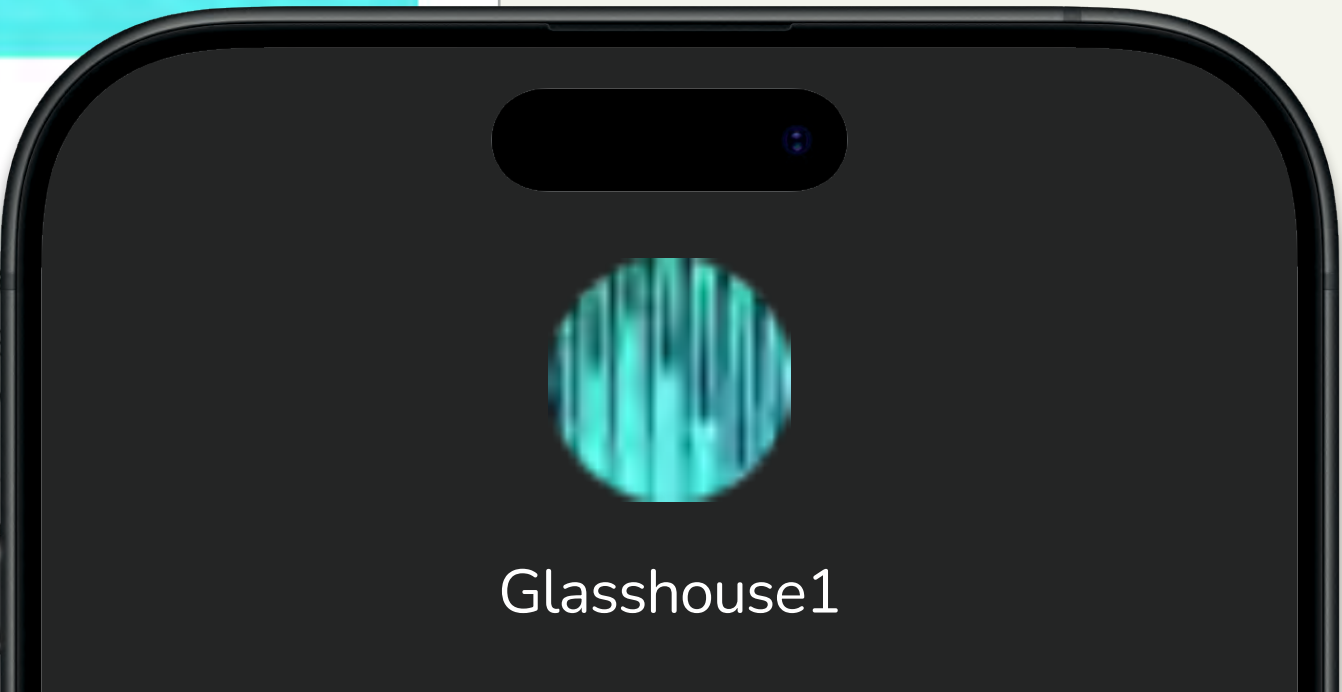
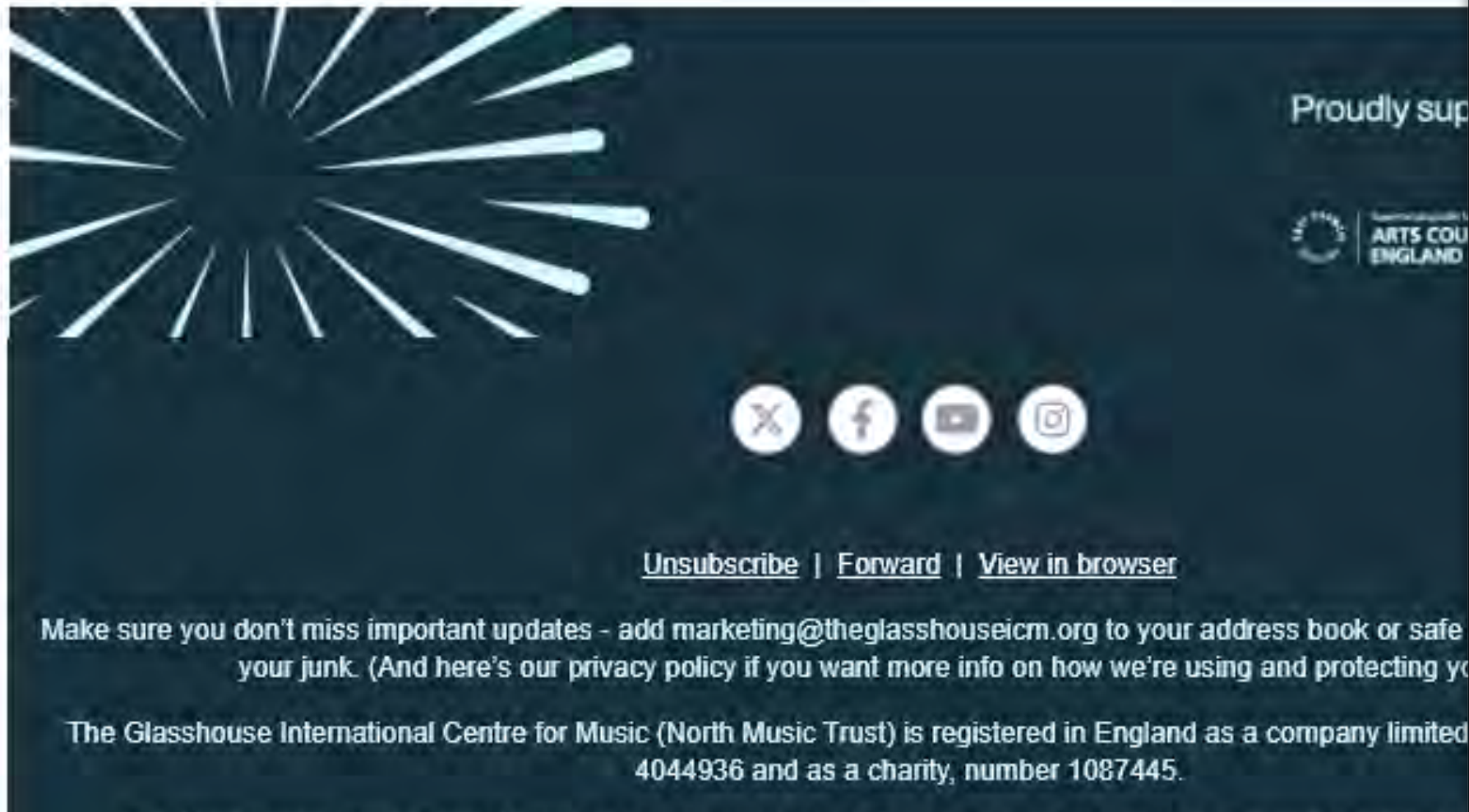
Presale: [Alison Moyet plus support](#) - Thursday 6 March 2025, Sage One

Celebrated. Reimagined. A chart-topping legend reborn. Experience the unmistakable Alison Moyet live at The Glasshouse as part of her upcoming 2025 World Tour. Celebrating 30 iconic years since her solo debut, the acclaimed singer-songwriter will perform reworked classics like "All Cried Out" alongside new songs from her new album 'Key.' Don't miss this blazing opportunity to witness Moyet's artistic depth and creativity – a journey through her dazzling career from Yacht Rock to indie pop, multiple nominations and two BRIT Awards.

Presale ticket info: Glasshouse Friends and Champions can bag their presale tickets on **Thursday 20 June**, 10am [online](#) and 12noon from Box Office on 0191 443 4661. General sale on Friday 21 June, 10am online and 12noon from Box Office.

That's all for now. I'll be back again soon with more presales and other offers.

Natalie Heath
Development Manager
natalie.heath@theglasshouseicm.org



Just a heads up - The Tyne Bridge will be closed tonight from 8pm. If this is your usual route home, please plan an alternative.

<https://m.wfly.co/xxxxxxxxx>





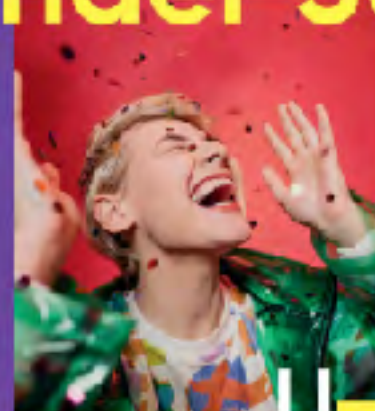
SEE *the* WORLD
DIFFERENTLY



SEASON **2020** ON SALE NOW

EXPLORE THE SEASON

Under 30? Save 50%



Subscriptions are now 50% off the adult price for everyone aged under 30.

**BOOK YOUR SUBSCRIPTION
FROM JUST \$36 PER TICKET.**

MTC

Under 30? Save 50% on Cost of Living full price tix before it closes 19 Oct. Starting from \$41 + bkg fee. Book at [mtc.com.au](https://m.wfly.co/xxxxxxx)
Unsub:

<https://m.wfly.co/xxxxxxx>

**MELBOURNE
THEATRE COMPANY**

Power Couple: Email + SMS Together





Email

- Ideal for detailed content such as newsletters, event announcements, and storytelling
- Allows for rich media, including images and videos, enhancing visual engagement
- Best for non-urgent communications that benefit from in-depth information



SMS

- Perfect for time-sensitive messages like last-minute ticket availability, event reminders, and urgent updates
- VIP / Younger / Highly Engaged
- Effective for concise calls-to-action, such as donation prompts or quick surveys





Together forever

- Leveraging both channels can enhance overall engagement
- Coordinated campaigns using email for detailed information and SMS for timely reminders can increase conversion rates
- A unified strategy ensures consistent messaging and reinforces calls-to-action across platforms



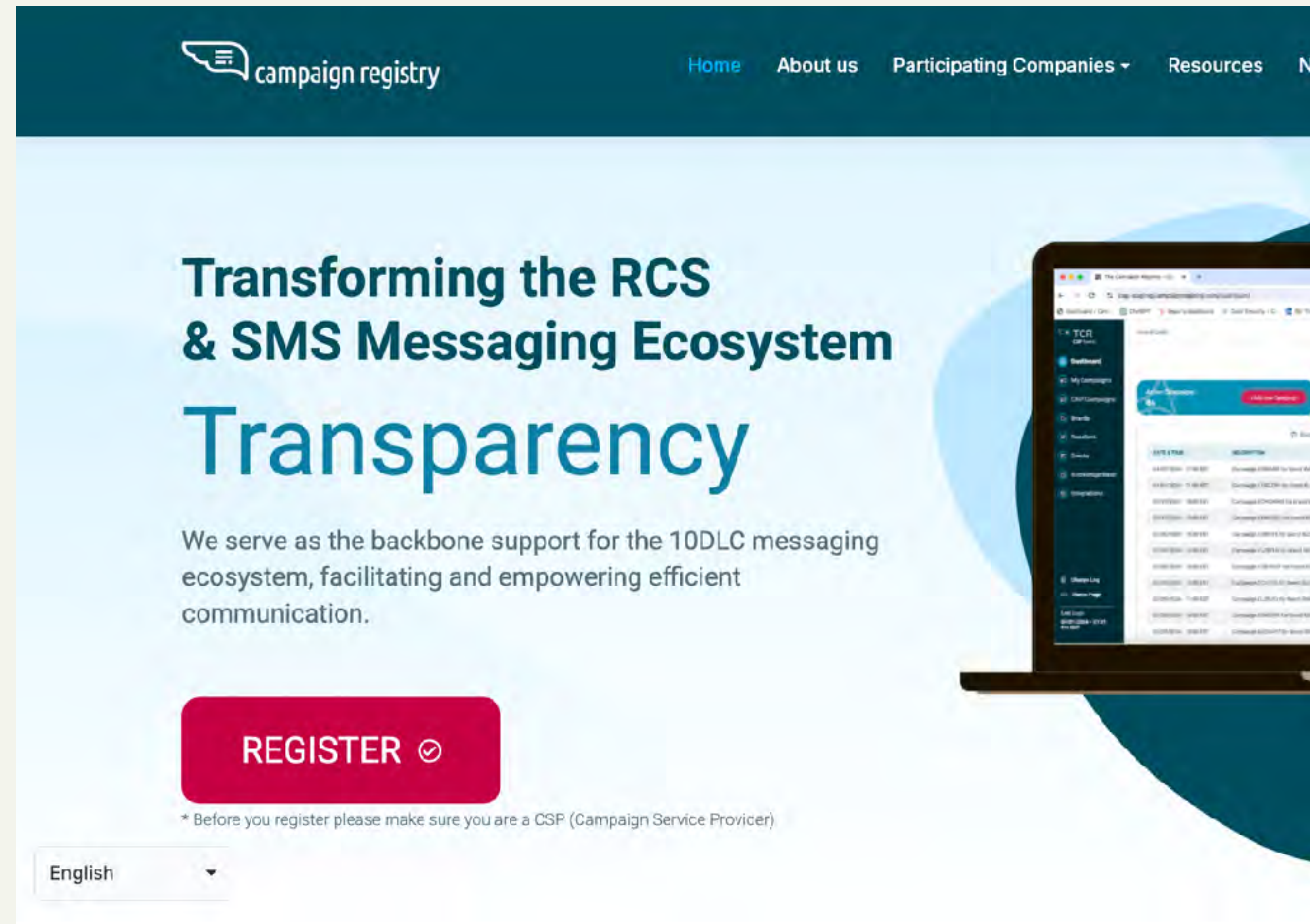


Getting started: Setup and strategy



Becoming Brand Verified

- 10DLC Compliance and Registration
- We'll get your number or port one over
- Collecting SMS opt-in correctly
- First campaign must be opt-in notification
- Takes about 30 Days



Data and forms

- Format your data in Tessitura correctly
- Focus on correct signup forms language and practice

The image shows a web registration form for the Celebrity Series of Boston. The header includes the organization's logo and name, a link to 'back to celebrityseries.org', and a navigation bar with 'Login', 'Promo Code', 'Submit Code', and 'View Cart' buttons. The main heading is 'Register For A New Account:', followed by a note: 'If you do not already have an account with us, register for a new account below.' The form is divided into two columns. The left column contains 'Login Information' (Email Address, Password, Confirm New Password) and 'Account Information' (Prefix, First Name, Middle Name, Last Name, Phone Number, Mobile Phone Number). The right column contains 'Address' (Address, City, Country, State/Prov, Postal Code). Below these are two opt-in checkboxes for receiving updates and general information via text message. At the bottom, there is a 'Texting Opt-In' section with a heading 'Celebrity Series of Boston Contacts General Information' and a question 'Would you like to receive texts about upcoming events?' with 'Yes Please!' and 'Not at this time' radio button options.

Celebrity Series of Boston

[back to celebrityseries.org](#)

Login

Promo Code

Submit Code

View Cart

Register For A New Account:

If you do not already have an account with us, register for a new account below.

Login Information

Email Address Required

Password Required

Confirm New Password Required

Account Information

Prefix

First Name Required

Middle Name

Last Name Required

Phone Number Required

Mobile Phone Number

☐ Receive updates about your order via text message. Standard text and data rates may apply.

☐ Receive general information via text message. Standard text and data rates may apply.

Address

Address Required

City Required

Country Required

State/Prov Required

Postal Code Required

Texting Opt-In

Please let us know if you would like to receive informational text messages.

Celebrity Series of Boston Contacts
General Information

Text - General Info

Would you like to receive texts about upcoming events?

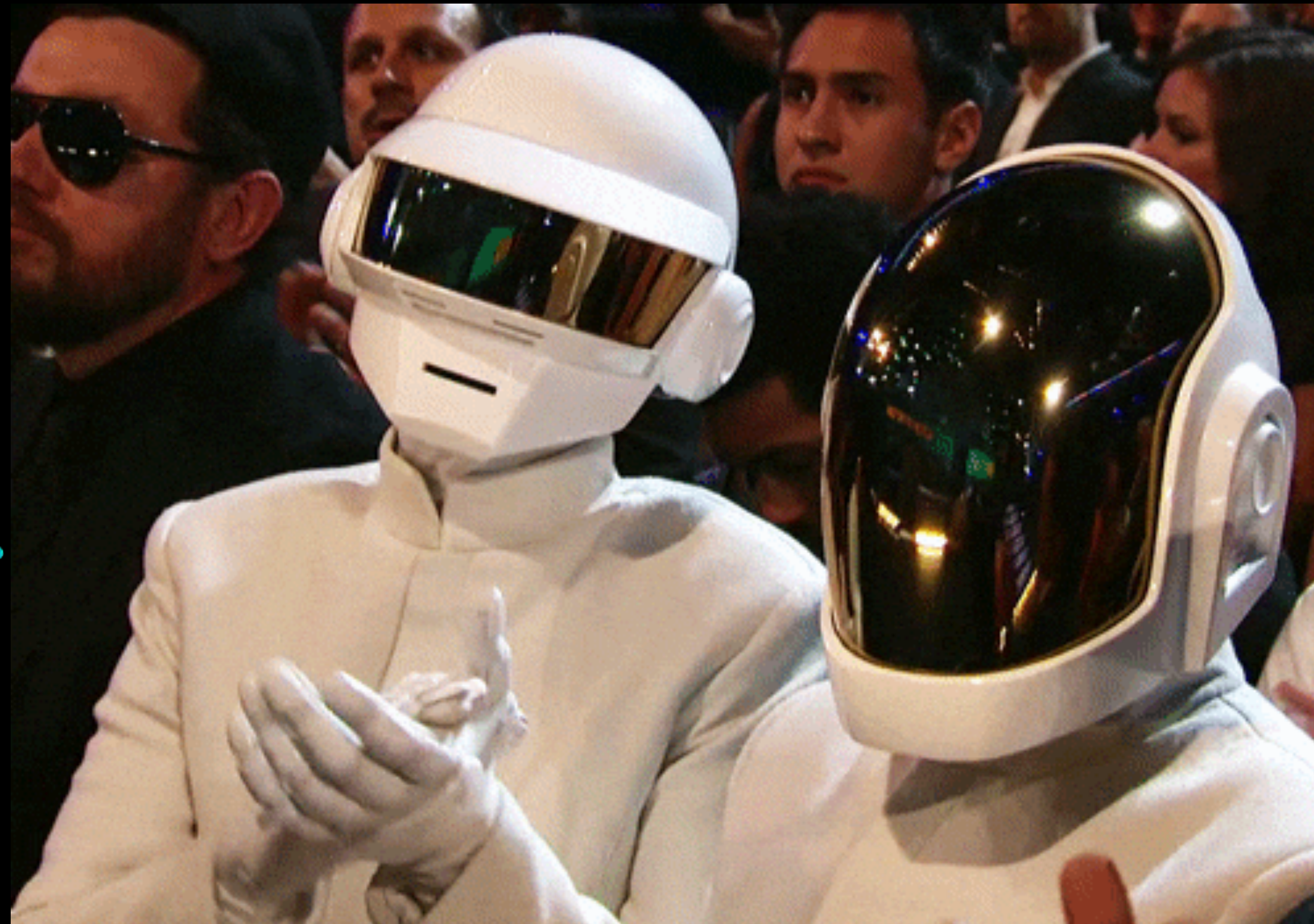
☐ Yes Please!

☐ Not at this time.



SMS + Email

Available everywhere!




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