



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





A WHOLE NEW WORLD!

NBC

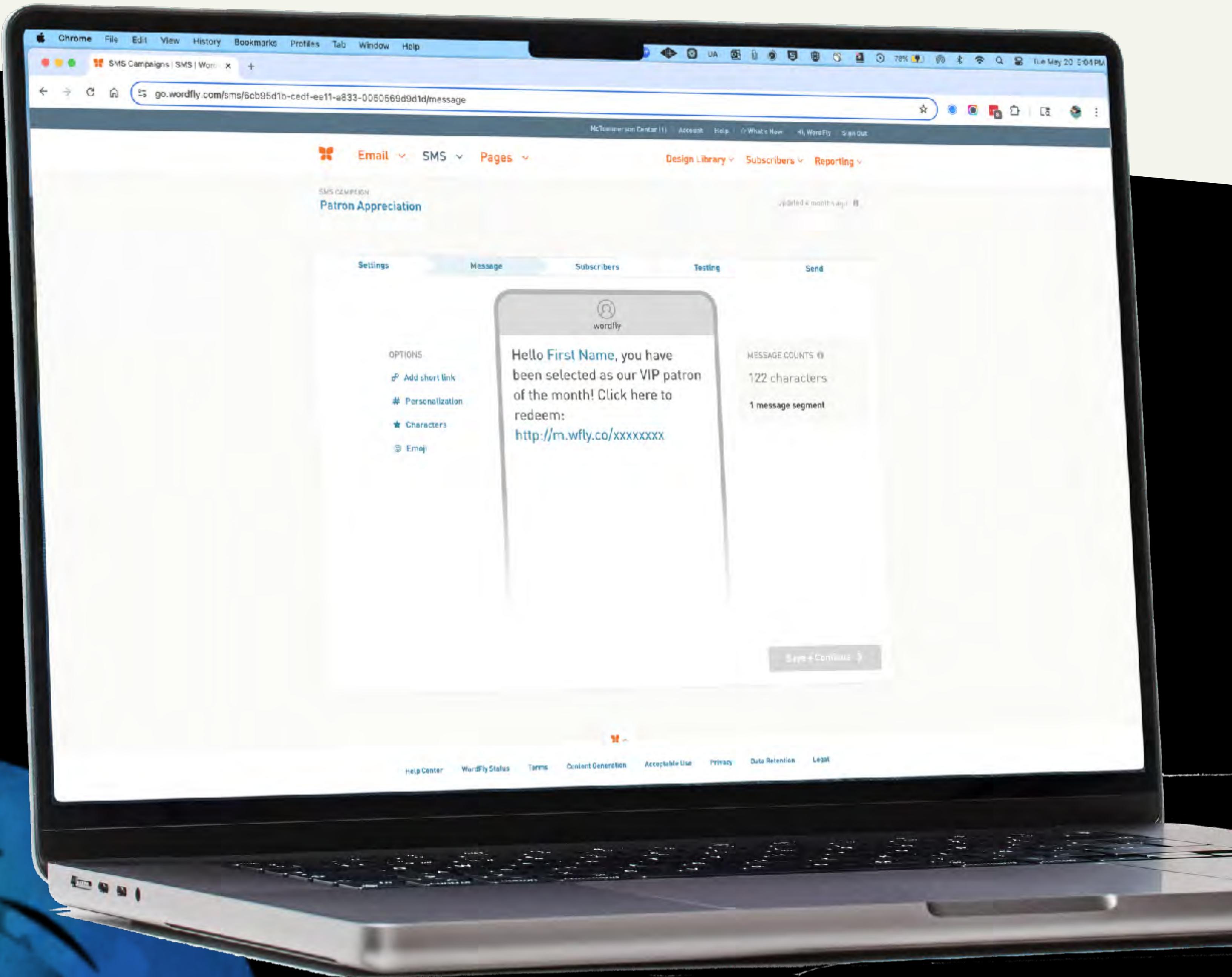


SMS is now available
everywhere!



How's your 2025 going?







Over 50 new
features + updates
since TLC 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

Survey

- Create a short survey
- Collect responses

Landing Page

- Create a hosted web page
- No form fields

Select

Select

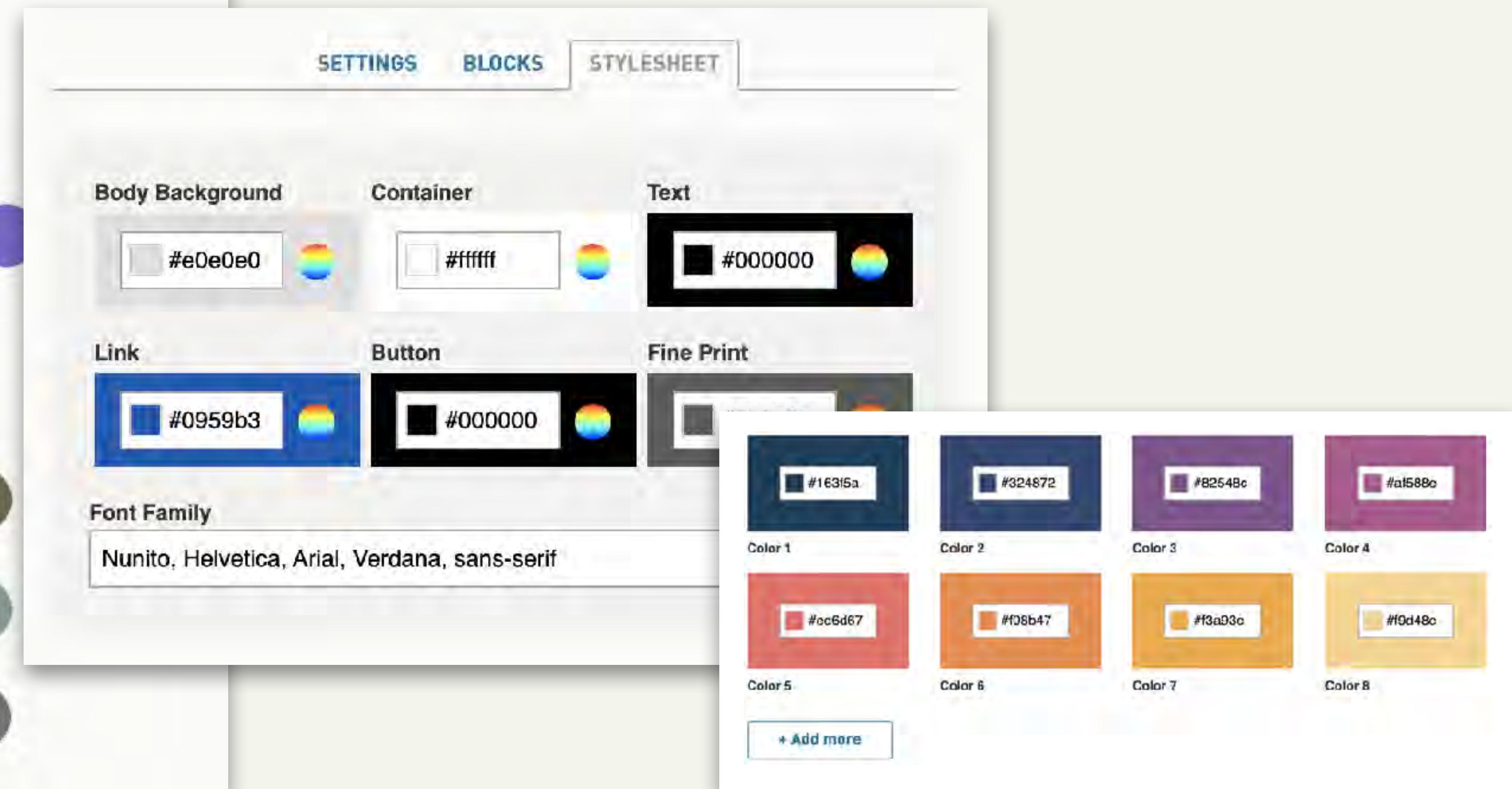
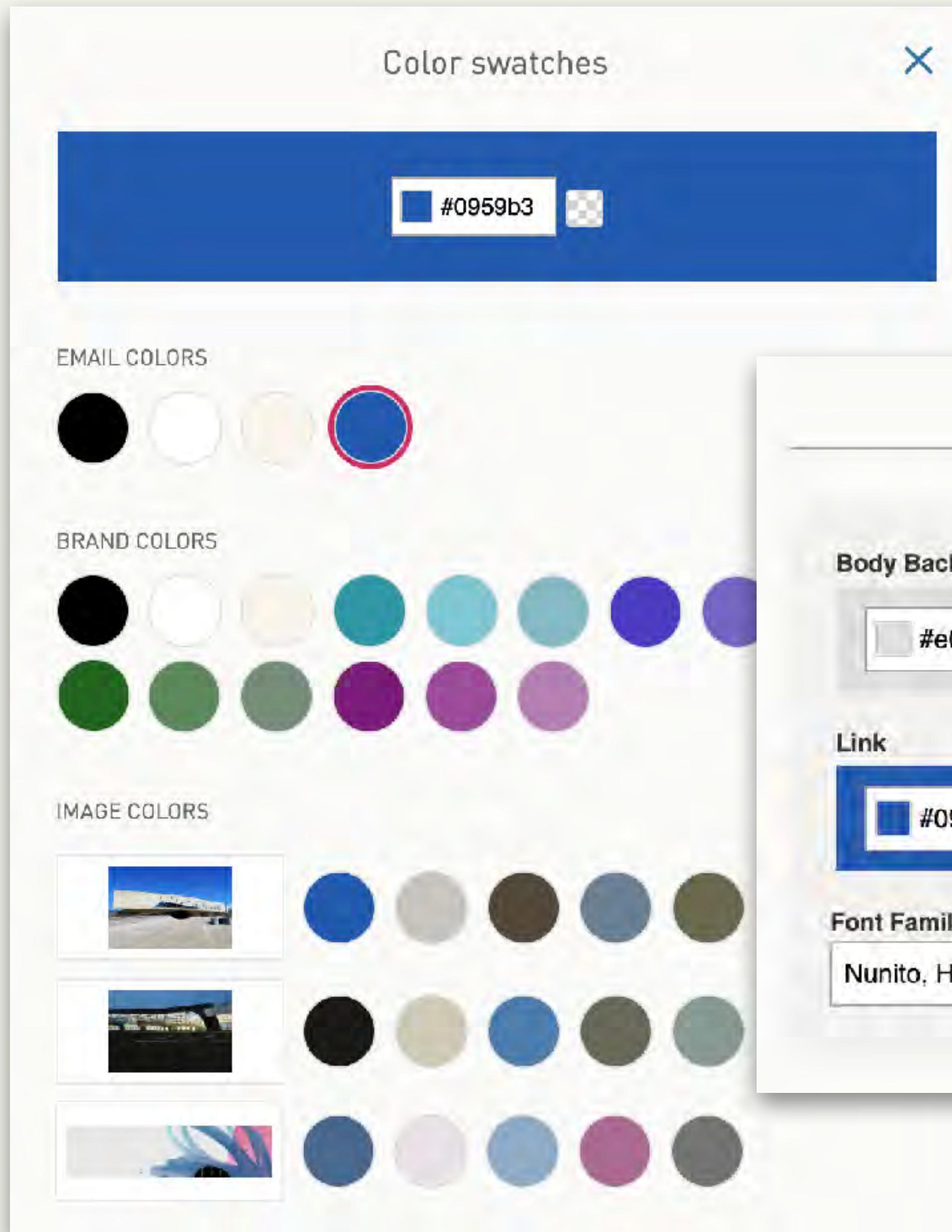
Select

Subscribe

✓ Selected



New color swatches + design shortcuts





Design System enhancements

The image shows the Wordfly Design System interface. At the top, there are three tabs: **BLOCKS**, **STYLESHEET** (which is selected), and **SETTINGS**. Below the tabs is a navigation bar with icons for **WORDFLY BLOCKS**, **CUSTOM BLOCKS**, **CONDITION BLOCKS**, **DESIGN SYSTEM**, and **IMPORT CONTENT**. A yellow arrow points from the bottom left towards the **WORDFLY BLOCKS** icon. On the right, a detailed view of a button component is shown. The button has a blue gradient color and a white feather icon. The styling options visible include:

- Button Color:** A color swatch with the hex code `#2662bd` and a color palette.
- Font Color:** A color swatch with the hex code `#ffffff` and a color palette.
- Corners:** Set to `20 pixels`.
- Horizontal Alignment:** Set to `center`.

Below these options are buttons for **Content** and **Styles**, and filters for **This block**, **All blocks**, **GLOBAL**, and **MOBILE**.



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



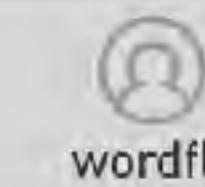
Settings

Message

Subscribers

Testing

Send



OPTIONS

Add short link

Personalization

Characters

Emoji

Hello **First Name**, you have
been selected as our VIP patron
of the month! Click here to
redeem :
<https://m.wfly.co/xxxxxxxx>

MESSAGE COUNTS

125 characters

1 message segment



SMS CAMPAIGN

Updated 6/12/2025 2:24:19 PM 0

Patron Appreciation

LIST

Patron Appreciation

Select a different list

Settings

Message

Subscribers

Testing

Send

Which type of Tessitura list? Change

Use an extraction list

Run a List Manager list

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

Create your List Manager list
within WordFly.



Email

SMS

Pages

Design Library

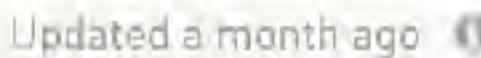
Subscribers

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 7000 000000, +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](#)



SMS CAMPAIGN

Patron Appreciation

Updated a month ago 0

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 ⚠

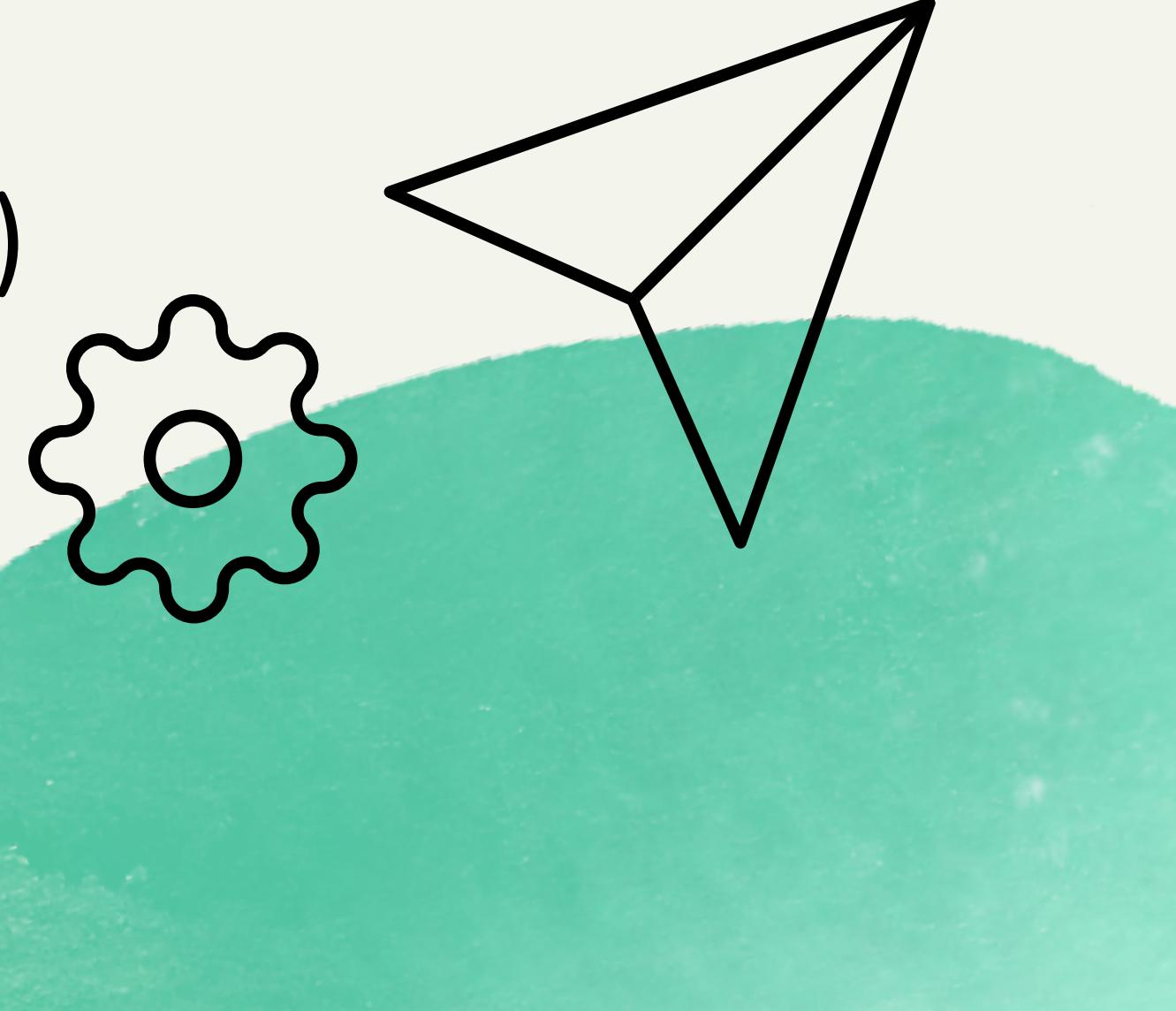


Subscribers



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

CRM ACTIVITY
Tessitura

Make selections on previous step

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

Hi **First Name**! Visit
our site for extra special
deals on tickets.
<https://m.wtly.co/xxxxxxx>
Text STOP to opt out.

SMS Only Workflow

WAIT 1 DAY

SMS Campaign

If Condition

[Overview](#)[Clicks](#)[Hard bounces](#)[Soft bounces](#)

Overview

1,000
delivered

25%

unique click rate
Your average: 21.62%

Sent to 1,000

0%

hard bounce rate
Your average: 2.27%

[Q 250 unique clicks](#)
[Q 0 hard bounces](#)

0%

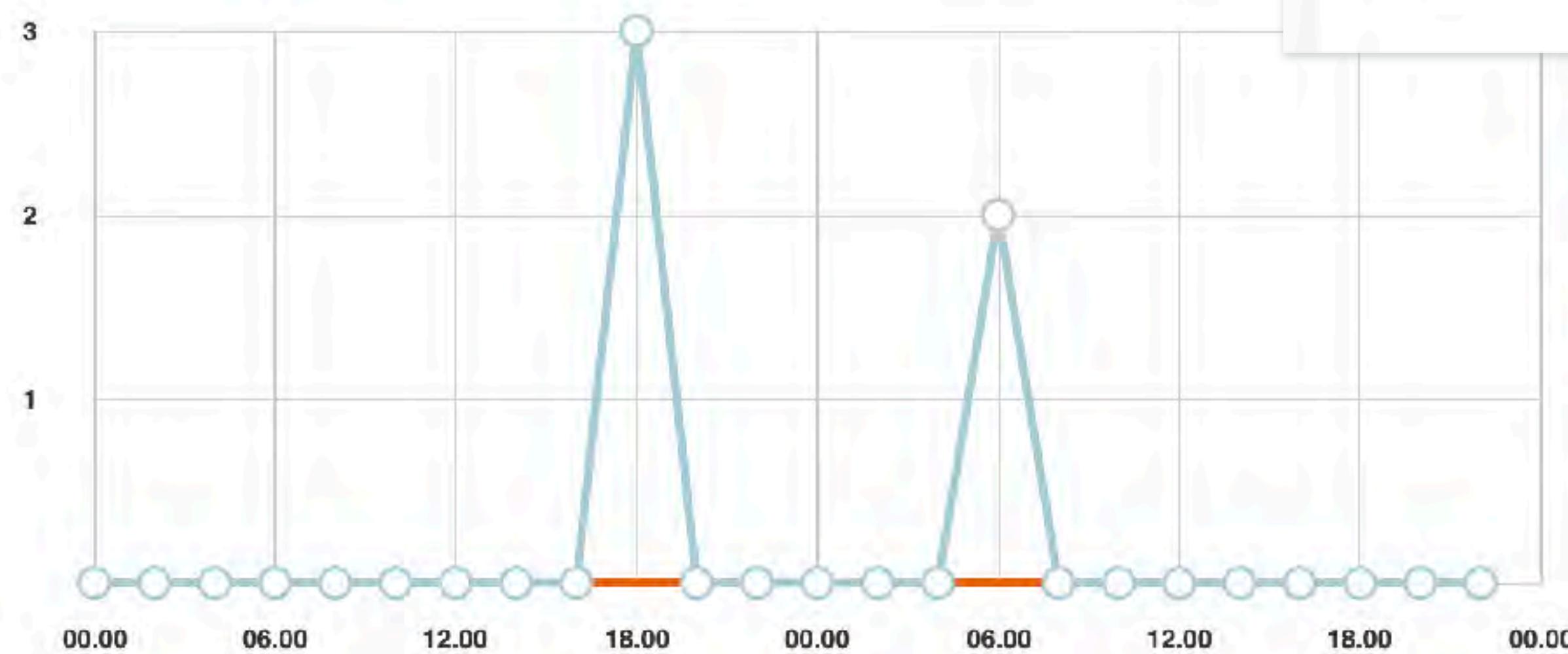
soft bounce rate
Your average: 1.14%

[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](#)

Total Clicks

Hard Bounces

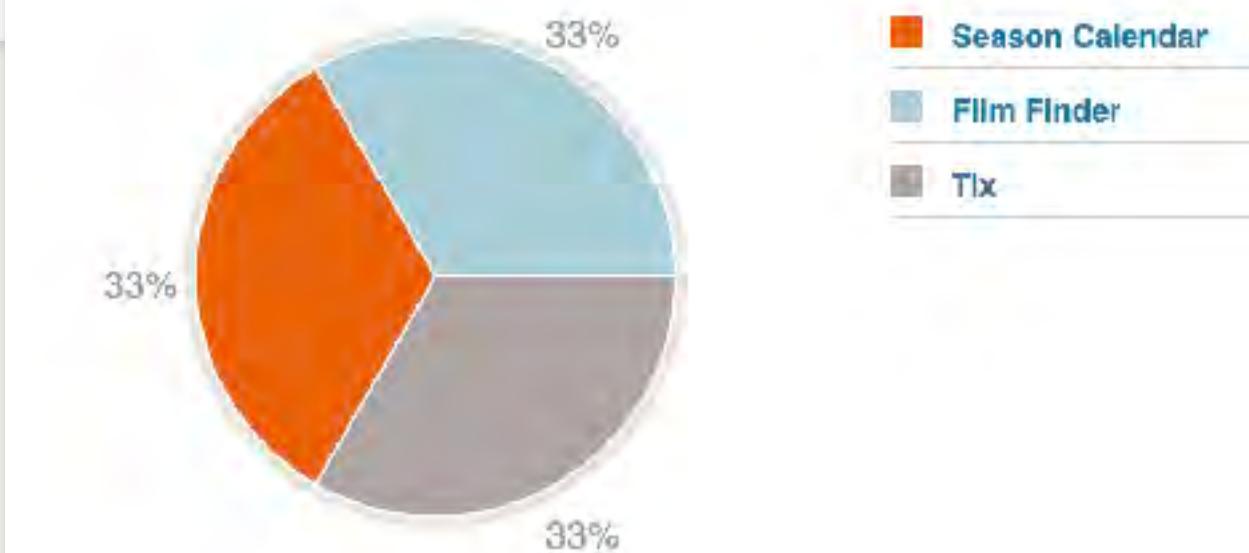
Soft Bounces

CLICKS BY LINK

Showing Unique Clicks

Dates 5/27/2025 - 5/28/2025 [>](#)

PIE BAR GRID





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 SM](#)

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?



#BarbieTheMovie



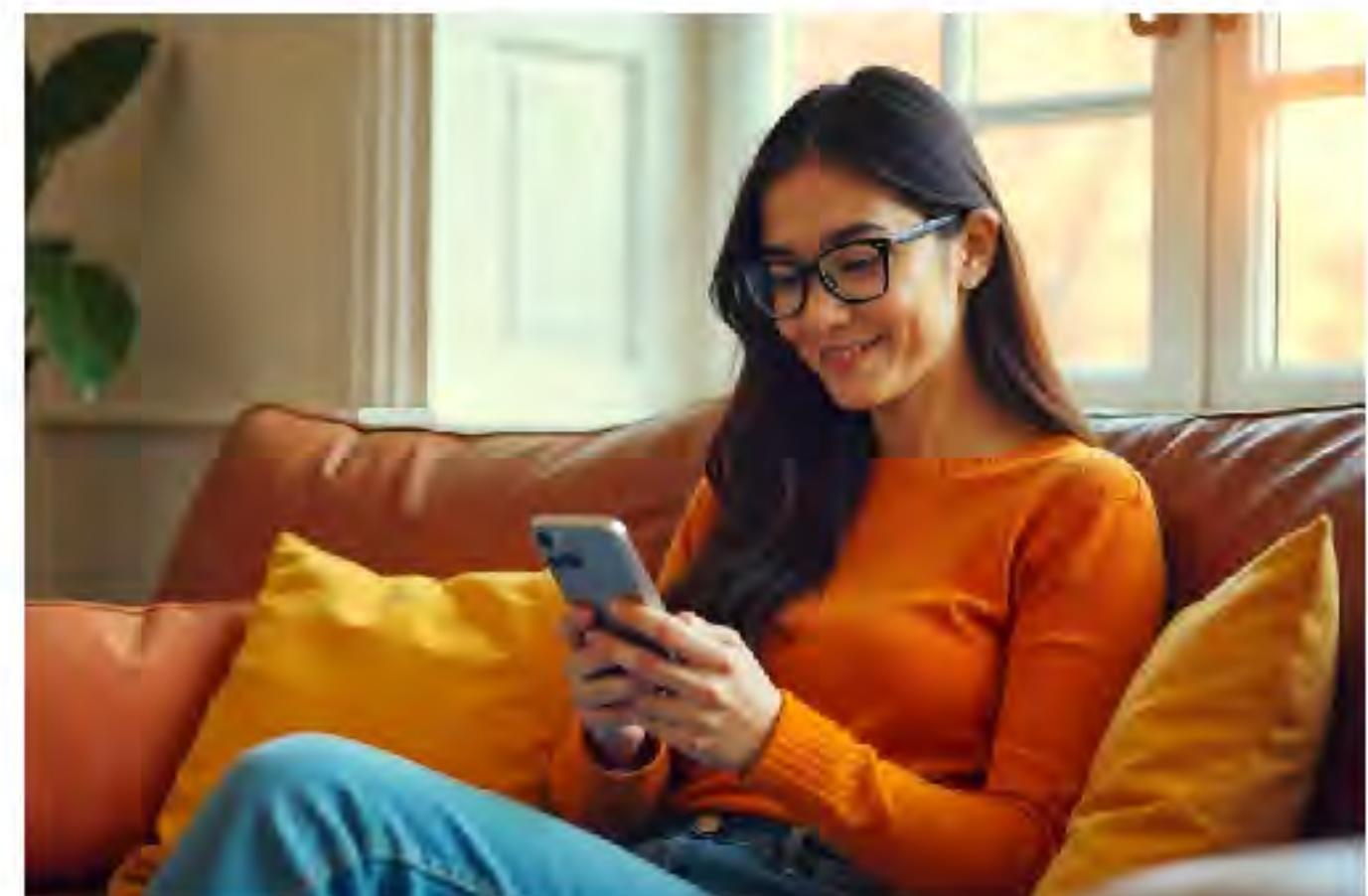
Money

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.

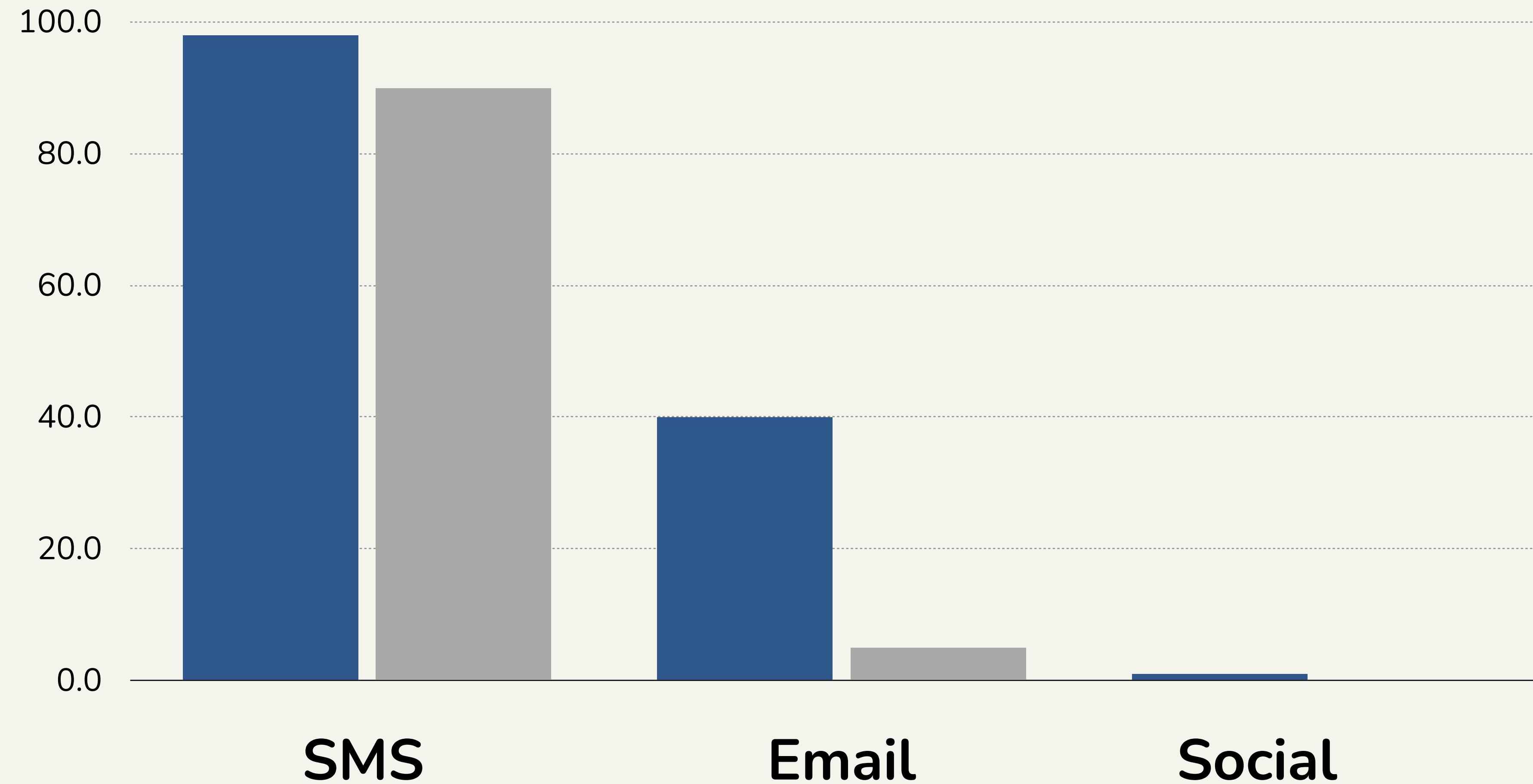
At the MuseumNext Digital Summit, Abraham Ritchie, Associate Director of Digital Marketing at MCA [Chicago](#), shared the story behind their SMS success – from initial setup to key lessons learned along the way.

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

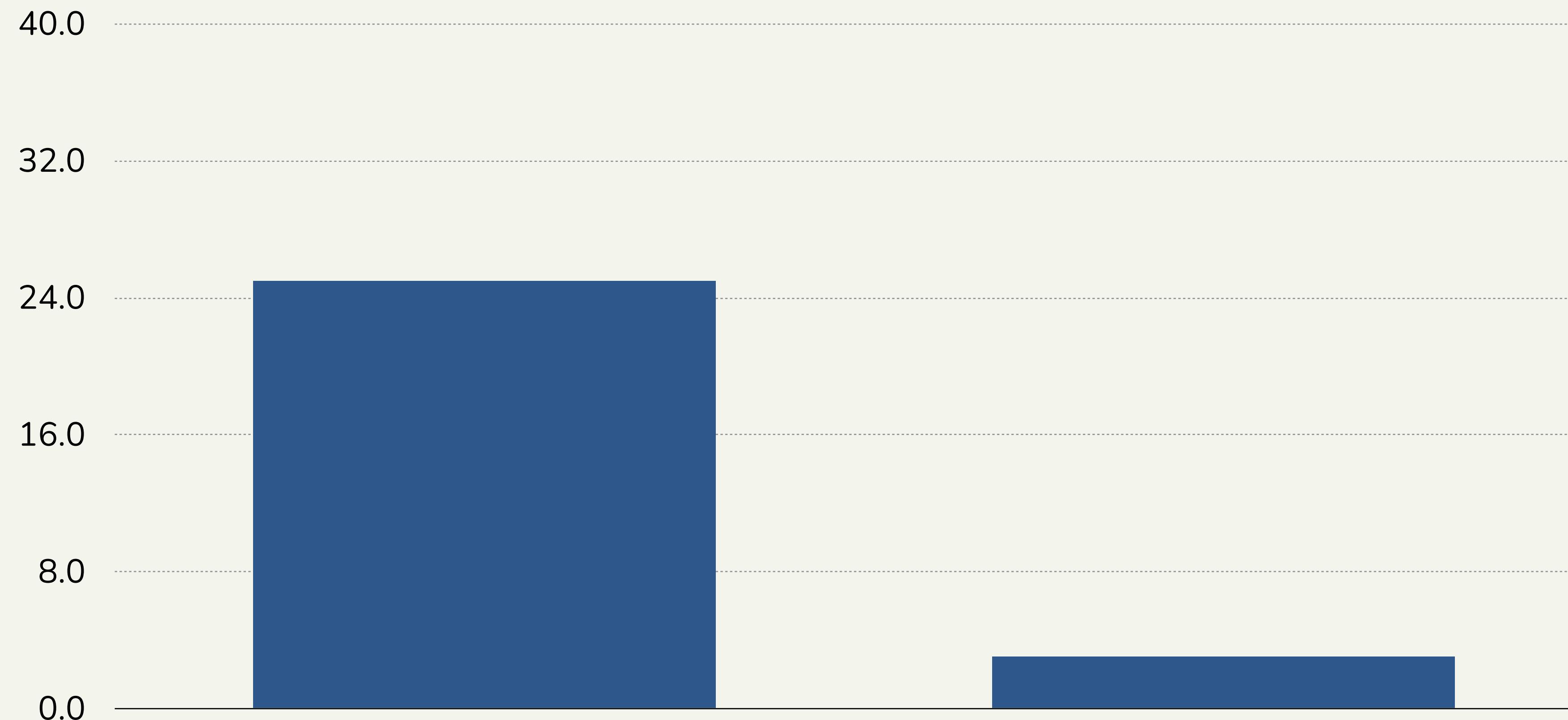


Open Rate

Read within 3 minutes



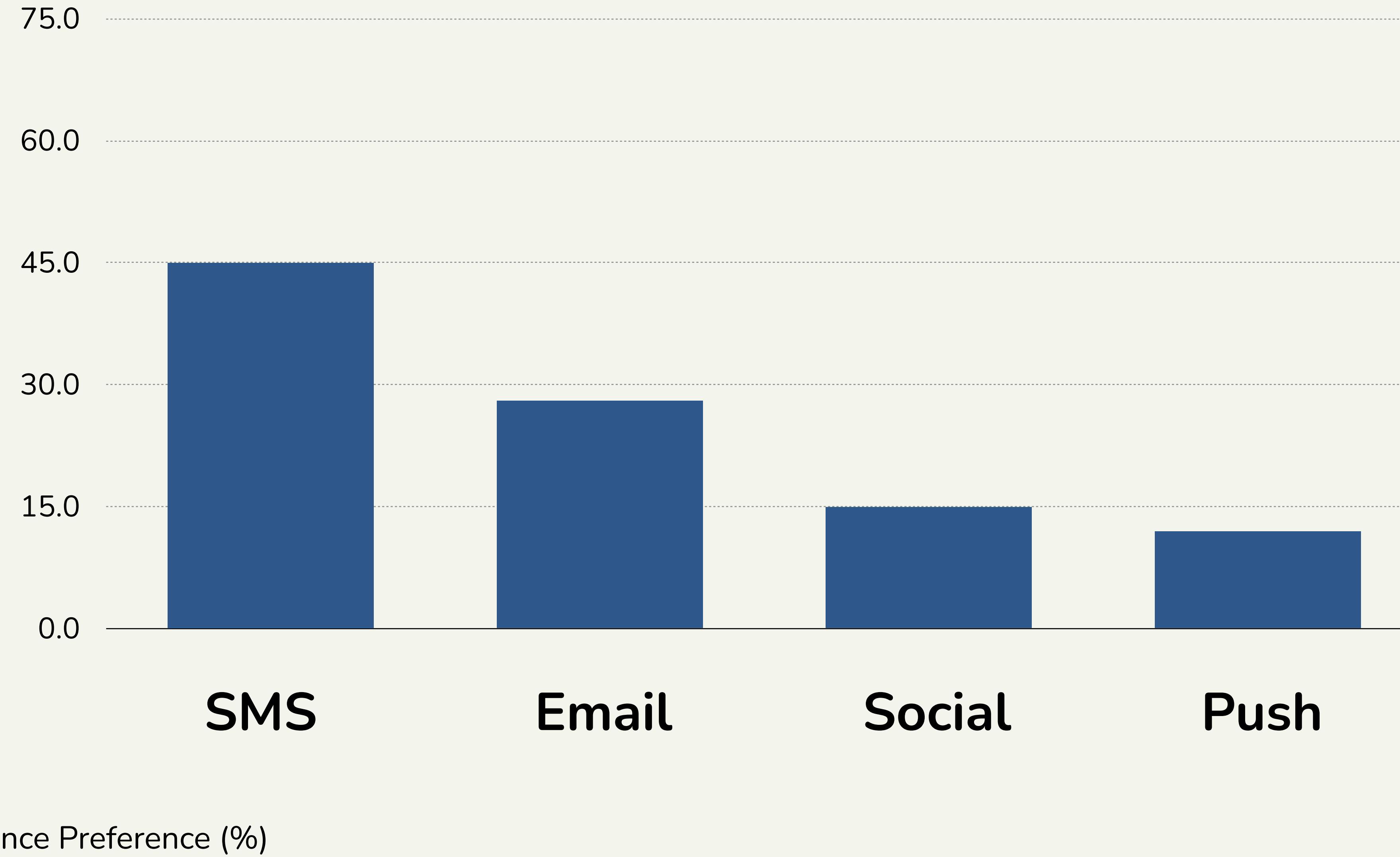
Conversion rates



■ Conversion Rate (%)



Audience preference





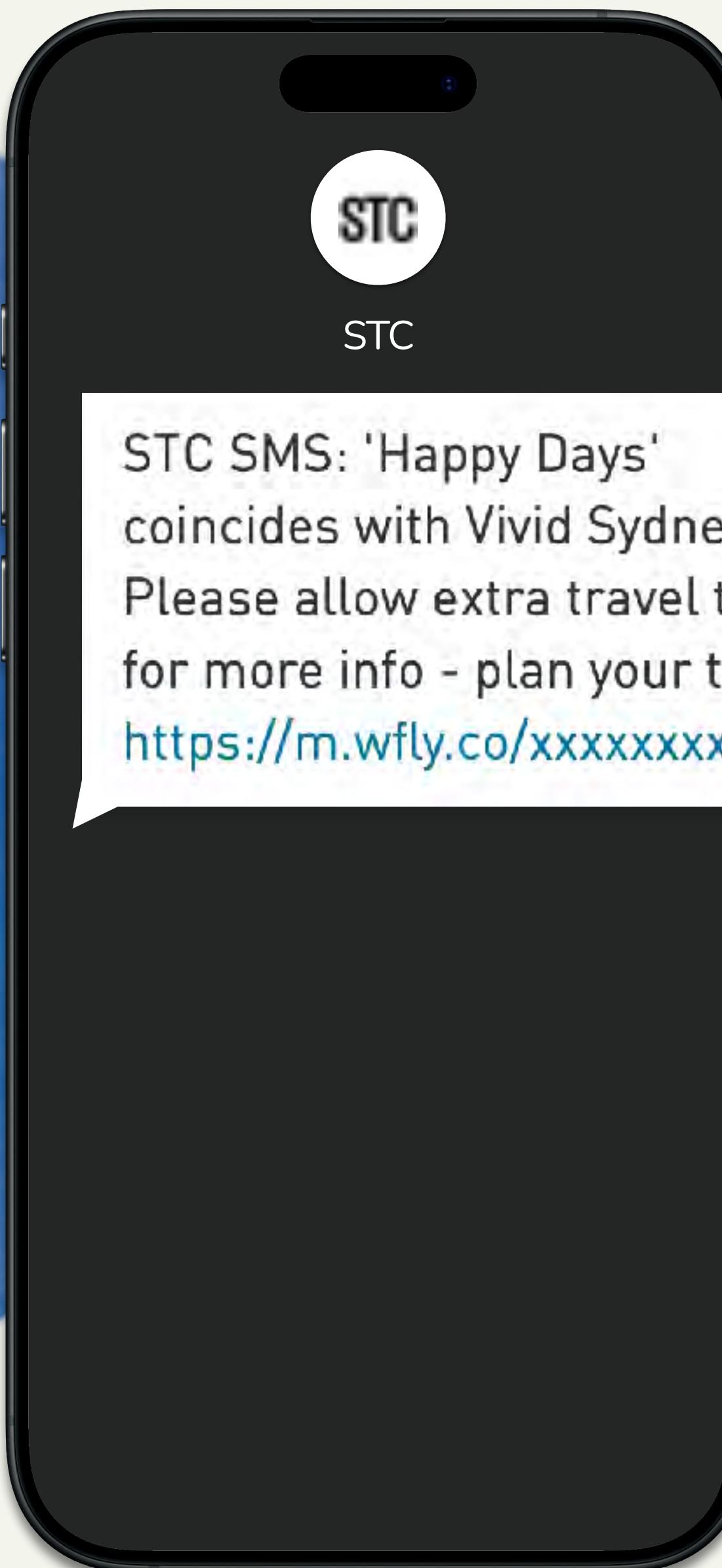
Real-World Examples



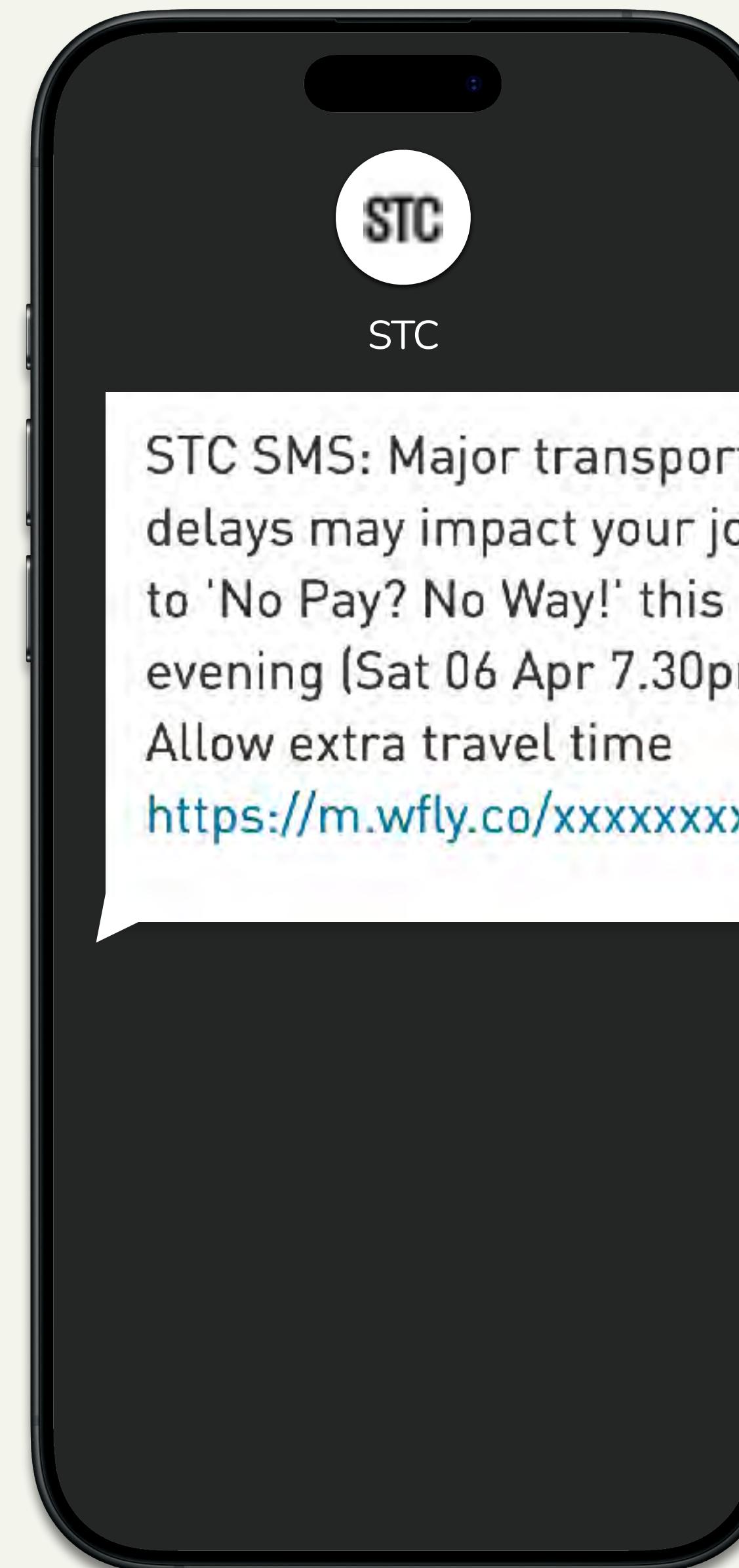
“SMS provides a fast and direct way to communicate urgent messages with patrons who might otherwise miss an email, helping ensure they don’t miss their show due to unexpected traffic or transport delays.”



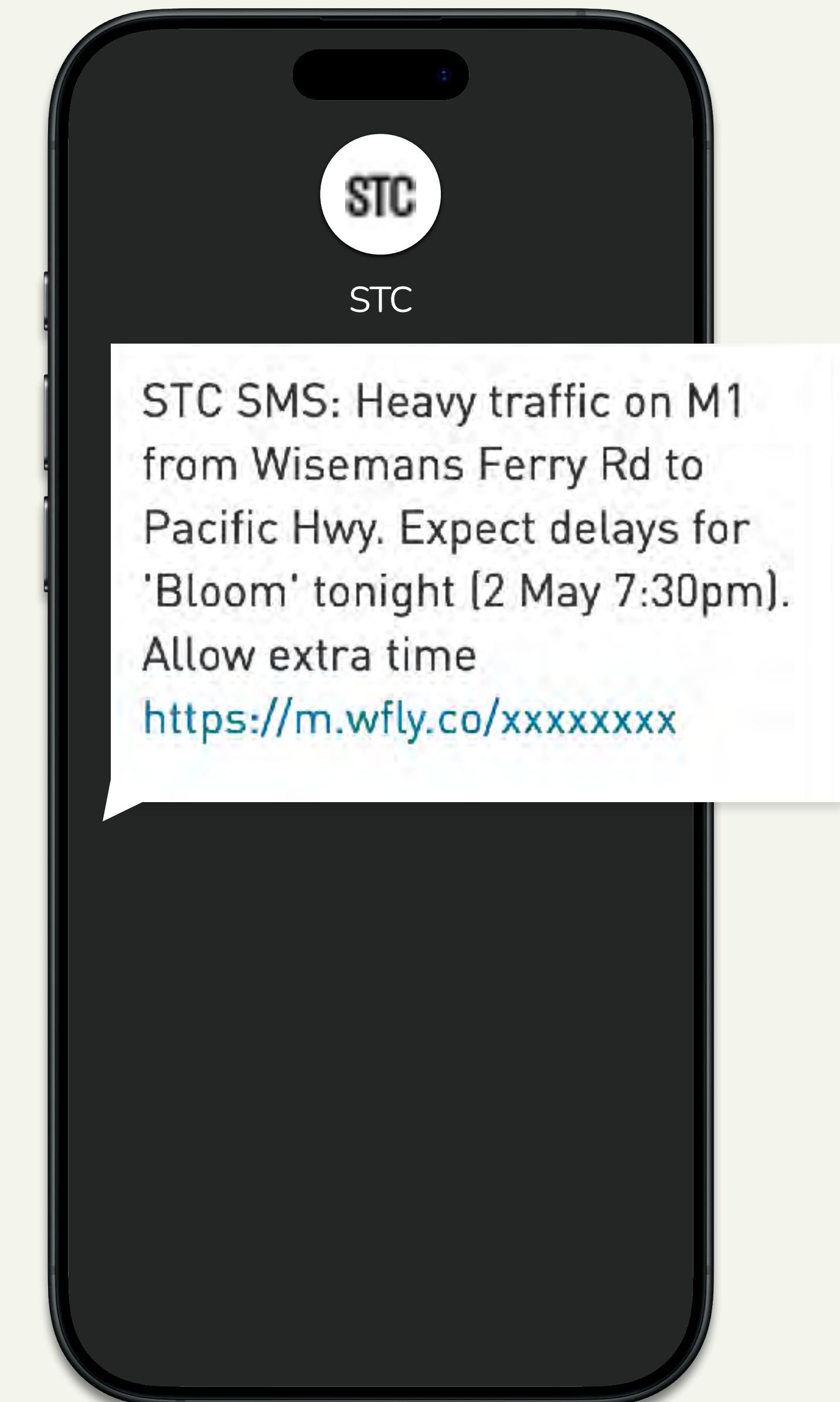
NOTIFICATION COMMS



URGENT COMMS



URGENT TRAFFIC COMMS





“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

MOULIN ROUGE! THE MUSICAL

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+

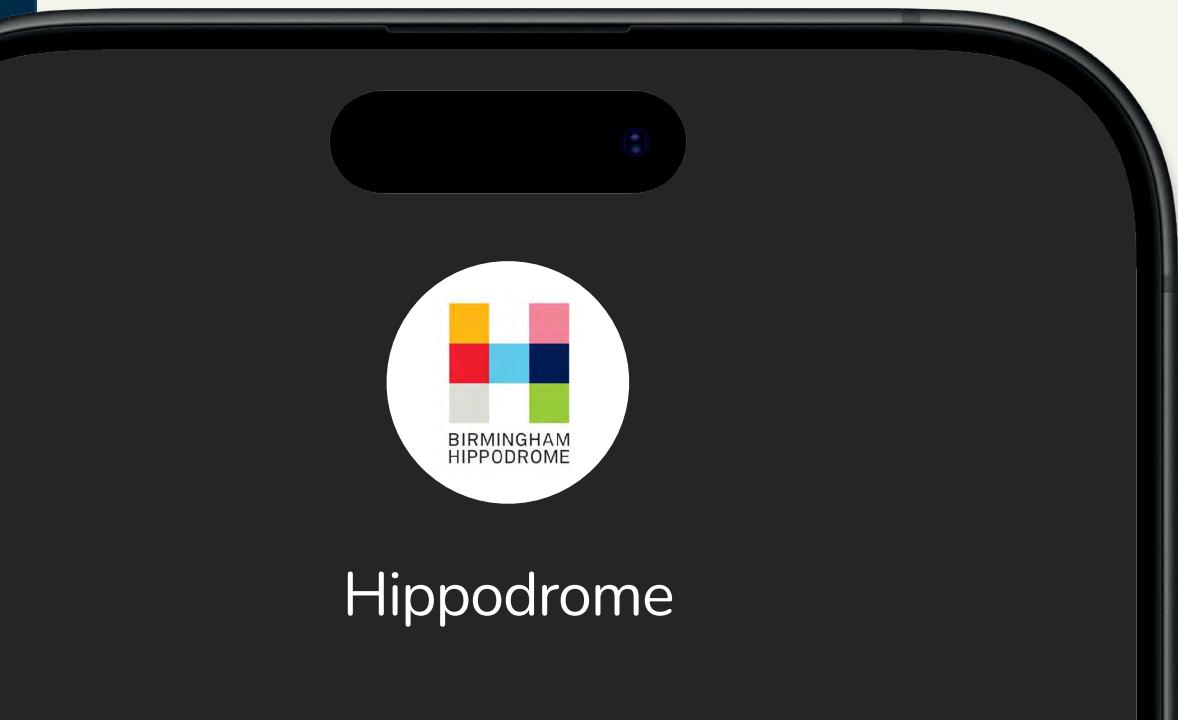
Friends Priority on sale: Tue 12 Nov 2024, 9am

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

General on sale: Thu 14 Nov 2024, 12 noon

FIND OUT MORE





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 **Rainy 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 at 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](#).

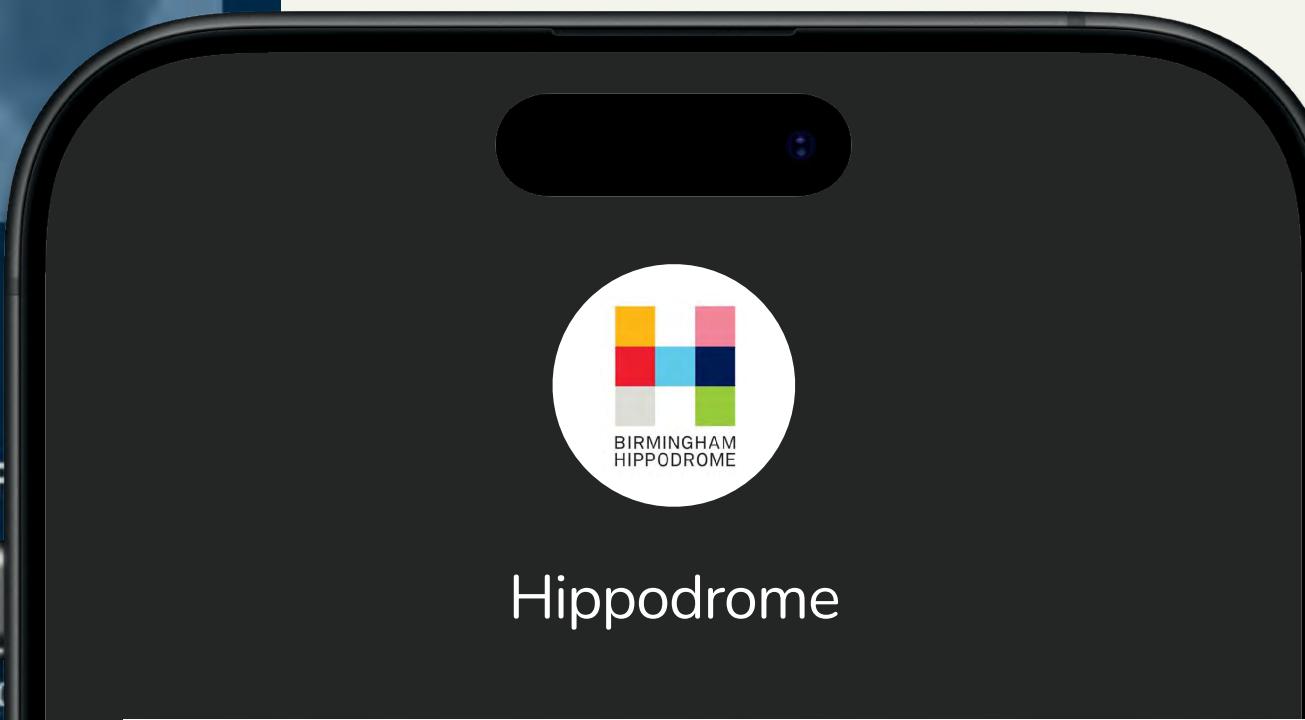
Refund

If you would like a refund then please contact our sales team on our **Post-Purchase Line 0121 689 1000** (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 reasons).



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.





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 meal 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 lounge, with packages starting at just £23 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

Last Minute Updates



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.



BIRMINGHAM HIPPODROME



Customer Journey

PRE-SHOW

BIRMINGHAM HIPPODROME
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 6.30pm where you can collect your programme and drinks vouchers.

The show starts at 7.30pm with a runtime of approximately 1 hour 30 minutes, including an interval.

Age guidance

0+, no under 0s 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

BIRMINGHAM HIPPODROME

HHH *Thank you for coming*

JOSEPH AND THE AMAZING TECHNICOLOR DREAMCOAT
LYRICS BY TIM RICE MUSIC BY ANDREW LLOYD WEBBER

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 by tagging [@brumhippodrome](#) on Facebook, Instagram or X.

We look forward to seeing you soon!

We think you may also like...

MARY POPPINS
BIRMINGHAM WILL BE MAGIC AGAIN

ROBIN HOOD
MATT SLACK

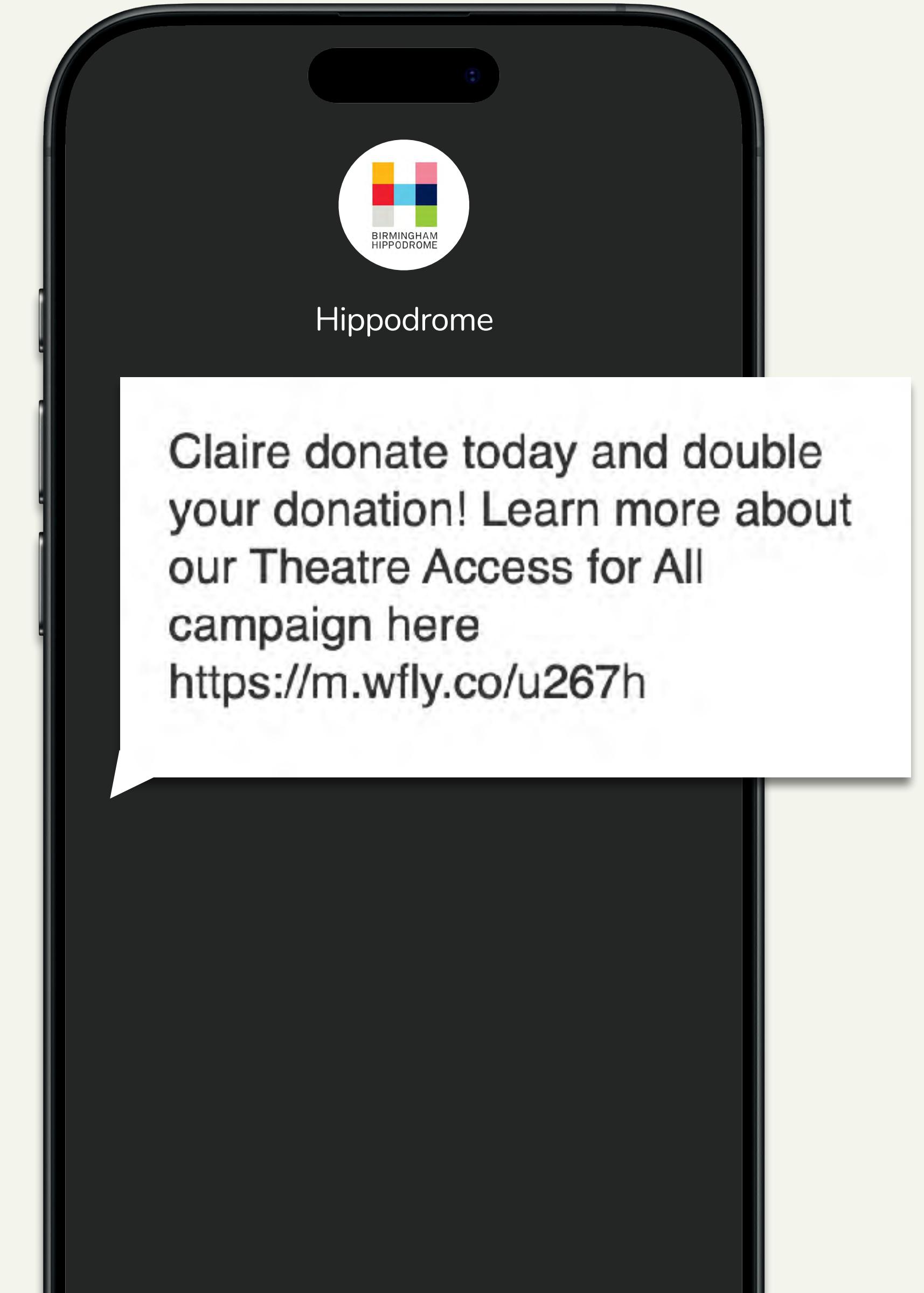
MATILDA
WICKED

[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. It 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**. You can 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 if you can, or you can check these in at the Box Office before the meeting. Wear what feels comfortable for you! Some people might be in school uniform, others might be in mufti.



TINY BEAUTIFUL THINGS

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

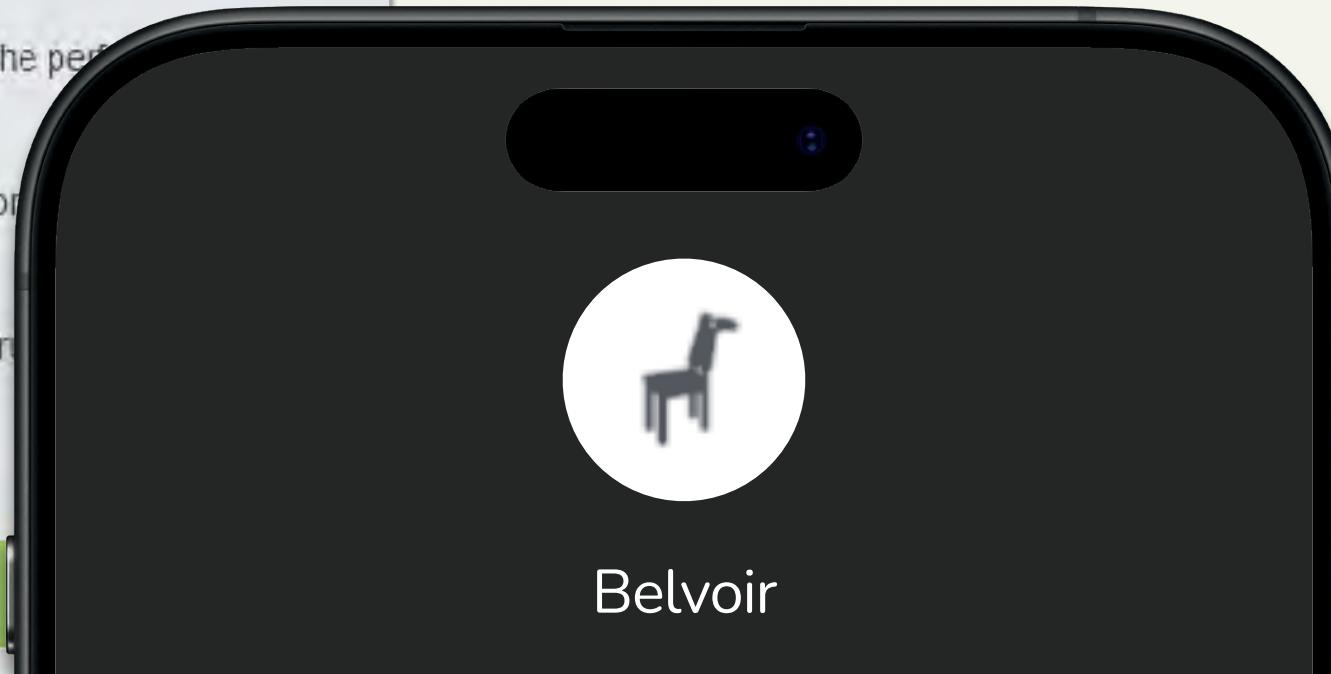
Your ticket to *Tiny Beautiful Things* will be in your name and available to collect on the night of the meeting.

The show starts at 6.30pm and will run until 8.30pm. After the show finishes we will meet in the lobby for a short check in. You will need to make arrangements to be picked up or to find your own way home after 8.30pm.

READ THE DIGITAL PROGRAMME

CONTENT ADVICE

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



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





The Glasshouse
International
Centre for Music

theglasshouseicm.org

Music lives and grows here

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 35 iconic years since her solo debut, the acclaimed singer-songwriter will perform revisited classics like "All Cried Out" alongside new songs from her new album 'Key.' Don't miss this blast from the past as Moyet's artistic depth and creativity – a journey through her dazzling career from 1980 to the present day. 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. The 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



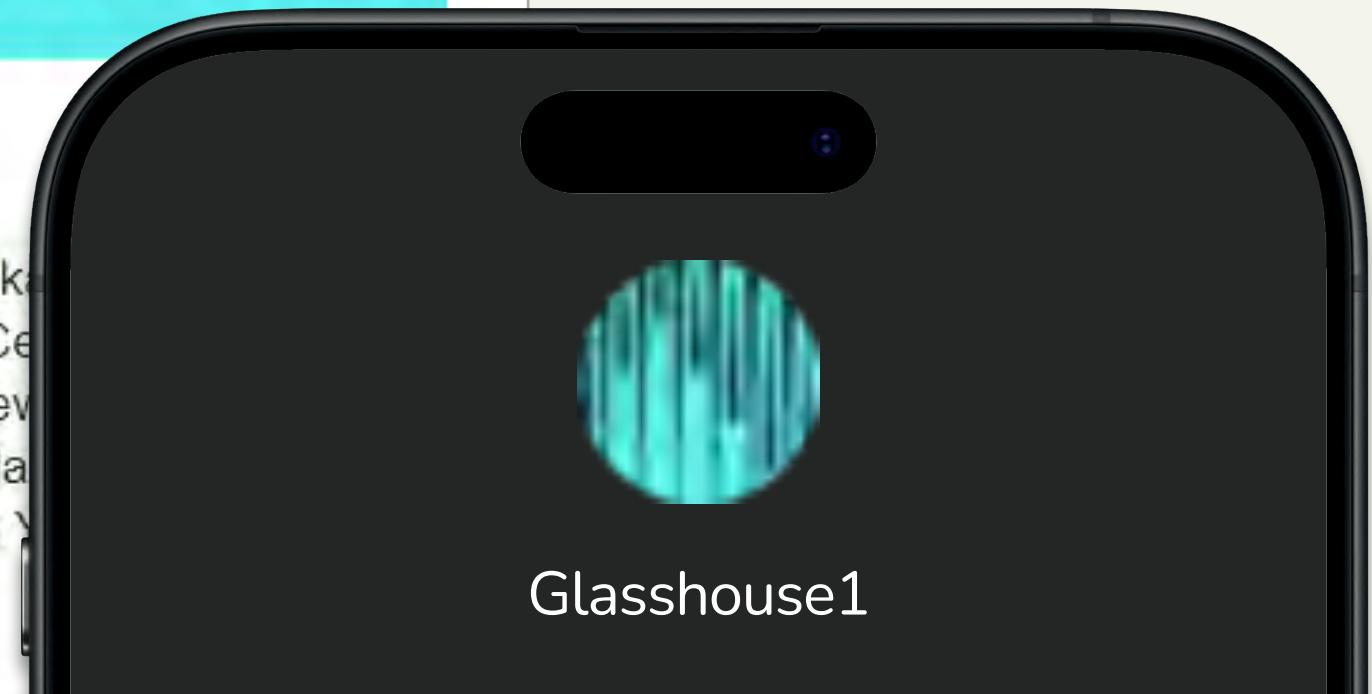
Proudly sup



[Unsubscribe](#) | [Forward](#) | [View in browser](#)

Make sure you don't miss important updates - add marketing@theglasshouseicm.org to your address book or safe your junk. (And here's our [privacy policy](#) if you want more info on how we're using and protecting your data.)

The Glasshouse International Centre for Music (North Music Trust) is registered in England as a company limited by guarantee, number 4044936 and as a charity, number 1087445.



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/xxxxxxxx>



The Glasshouse
International
Centre for Music



SEE *the* WORLD
DIFFERENTLY

2020



SEASON **2020 ON SALE NOW**

EXPLORE THE SEASON

Under 30? Save 50%



U30

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

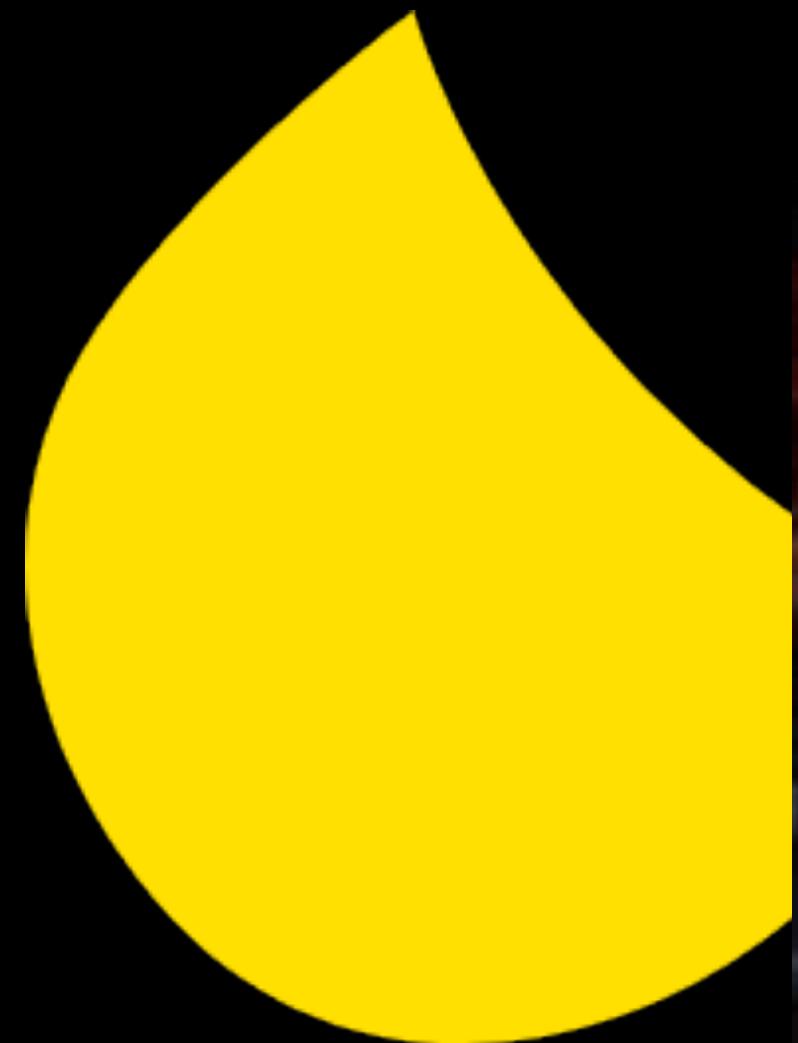
**BOOK YOUR SUBSCRIPTION
FROM JUST \$36 PER TICKET.**

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
Unsub:
<https://m.wfly.co/xxxxxxxx>

**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





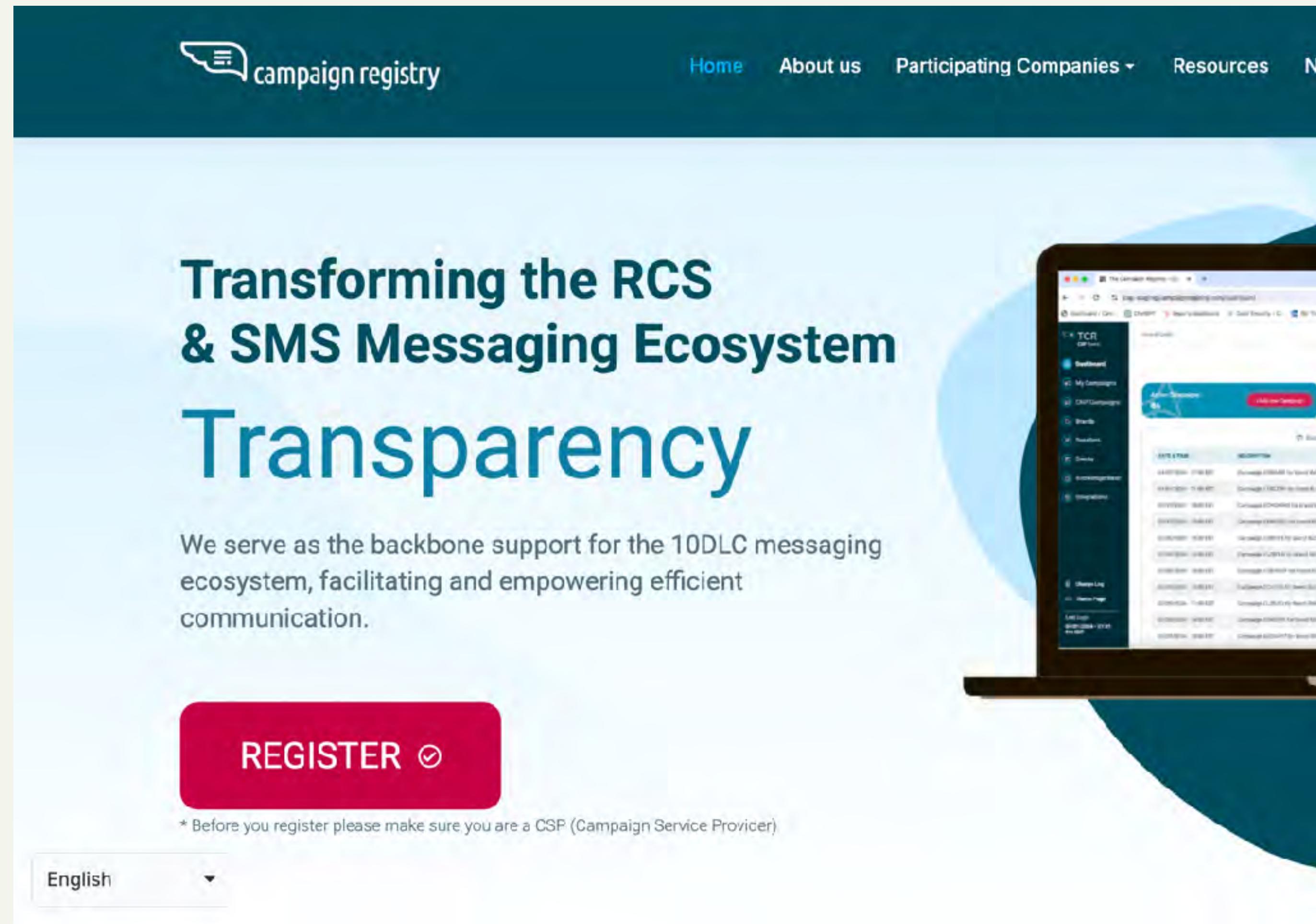
Getting started: Setup and strategy





Becoming Brand Verified

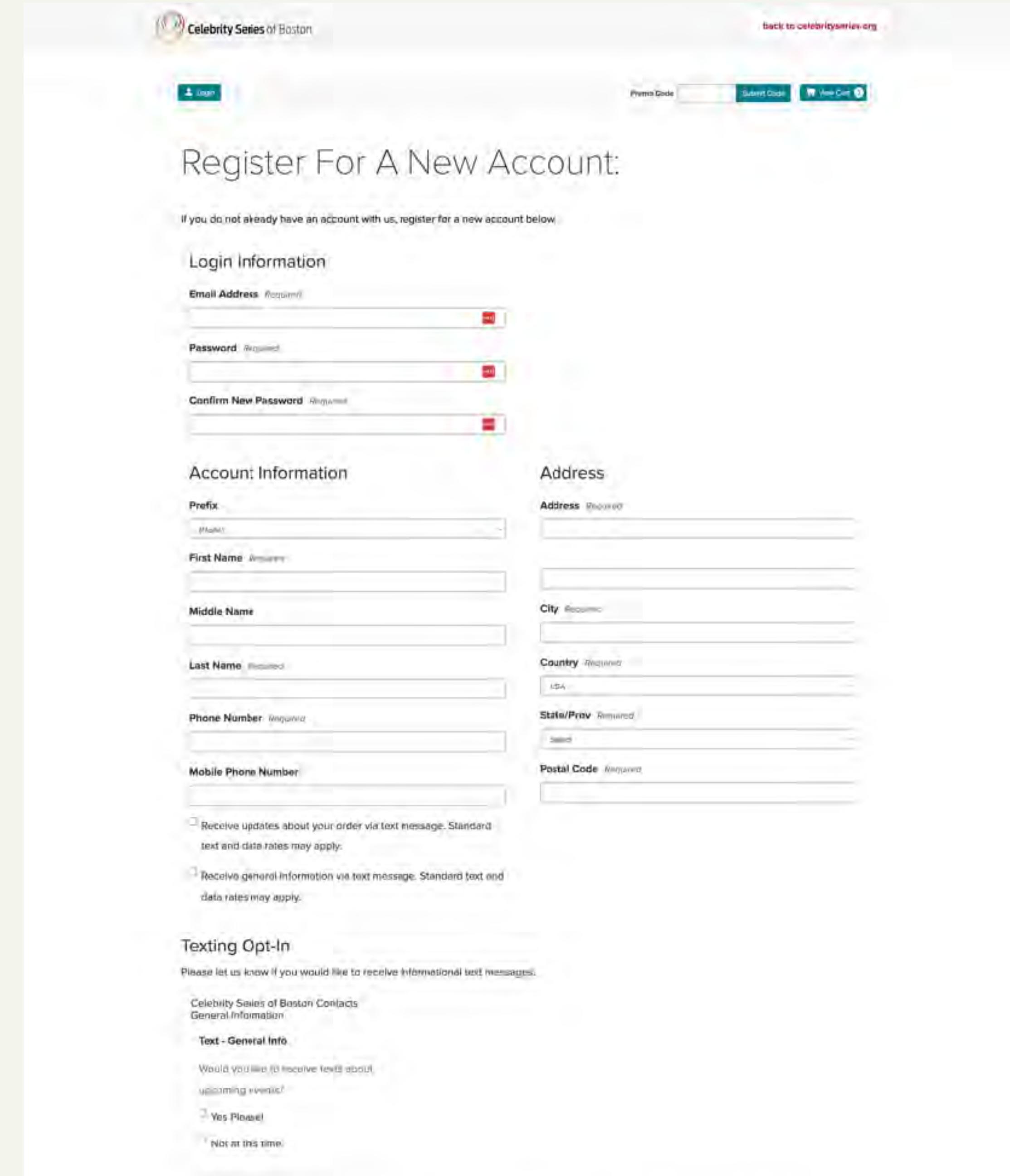
- 10DLC Compliance and Registration
- We'll get your number or port one over
- Collecting SMS opt-in correctly
- First campaign must be opt-in notification
- Takes about 30 Days



The image shows a laptop screen with a dark teal header. The header features a white speech bubble icon with a list of dots, followed by the text "campaign registry". To the right of the header are navigation links: "Home", "About us", "Participating Companies", "Resources", and "News". Below the header, the main content area has a light blue background. It features the text "Transforming the RCS & SMS Messaging Ecosystem" in a large, bold, dark teal font. Below this, the word "Transparency" is displayed in a large, bold, teal font. To the right of the text, a portion of the laptop screen is visible, showing a list of messages in a messaging interface. At the bottom of the main content area is a red button with the word "REGISTER" in white capital letters, accompanied by a small circular icon. Below the button, a small note in a smaller font reads: "* Before you register please make sure you are a CSP (Campaign Service Provider)". At the very bottom of the page, there is a language selection bar with "English" and a dropdown arrow.

Data and forms

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



Celebrity Series of Boston

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