

SMS + HubSpot Campaign Planner

5 Ready-to-Use Playbooks

The SMS+HubSpot Campaign Planner: 5 Ready-to-Use Playbooks with Message Templates, Timing, and KPIs

Contents:

[Appointment Reminders](#)

[Flash Sale Campaigns](#)

[Lead Nurturing for B2B Services](#)

[Webinar Promotion & Follow-Up](#)

[Customer Review & Feedback Collection](#)

Get a head start on your SMS marketing strategy with HubSpot. Below are 5 ready-to-use campaign plans tailored to common use cases — each one optimized for workflows, timing, and outcomes.

Appointment Reminders

Campaign Goal: Reduce no-shows and streamline confirmations.

Message Cadence:

1. 24 hours before the appointment
2. 2 hours before the appointment
3. Follow-up 2 hours after (if no-show)

Messaging Approach: Keep it short and polite with a clear CTA. Include location, time, and reply options (e.g., “Reply C to confirm, R to reschedule”).

Workflow Tips:

- Trigger reminders from the HubSpot Meetings tool or calendar integrations.
- Use conditional logic to stop follow-ups when a reply is received.

SMS Templates:

- "Hi [First Name], just a reminder of your appointment tomorrow at [Time]. Reply C to confirm or R to reschedule."
- "We didn't see you today — need help rescheduling? Just reply R."

Suggested KPIs:

- Confirmation rate
- No-show rate
- Reply rate

Pro Tip: Use short links to add map directions or location info.

Flash Sale Campaigns

Campaign Goal: Drive urgency and spike short-term revenue.

Message Cadence:

1. Day before sale
2. Day of sale (early morning)
3. Last call (3-4 hours before close)

Messaging Approach: Create FOMO. Use time-limited language and exclusive benefits.

Workflow Tips:

- Sync with HubSpot marketing emails and social campaigns.
- Segment by past purchase behavior for targeted offers.

SMS Templates:

- "🔥 Flash Sale! 30% off everything today only. Shop now: [link]"
- "⌚ Only 3 hours left to grab your favorites. Ends at midnight! [link]"

Suggested KPIs:

- Click-through rate
- Promo code usage
- Sales generated

Pro Tip: Add emoji sparingly to boost visual attention without looking spammy.

Lead Nurturing for B2B Services

Campaign Goal: Move leads through the funnel and shorten sales cycles.

Message Cadence:

1-2 messages per week over 2-3 weeks

Messaging Approach: Value-first. Use SMS to support what's already happening via email.

Workflow Tips:

- Trigger based on form submissions, lead scores, or lifecycle stages.
- Personalize with HubSpot tokens and segment by industry or persona.

SMS Templates:

1. "Hi [First Name], saw you downloaded our guide. Would a free audit help you plan next steps? Text YES if you're interested."
2. "We just published a quick tip on [pain point]. Want the link? Reply TIP."

Suggested KPIs:

- Response rate
- MQL to SQL conversion
- Sales call bookings

Pro Tip: Use progressive profiling in HubSpot forms to fuel more personalized follow-up.

Webinar Promotion & Follow-Up

Campaign Goal: Maximize registrations and attendance, then nurture attendees.

Message Cadence:

1. 3–5 days before
2. Morning of webinar
3. 15 minutes before
4. Post-event follow-up (same day)

Messaging Approach: Friendly and helpful. Focus on the value of the session and ease of joining.

Workflow Tips:

- Use HubSpot's workflow builder to set delays and branches for registered vs. attended.
- Add post-webinar actions (e.g., meeting booking CTA or recap content).

SMS Templates:

- "Hi [Name], thanks for registering! We'll see you Thursday at 2PM. Save your spot: [link]"
- "We're live in 15 mins! Grab your seat here: [link]"
- "Missed today's session? Catch the replay: [link]"

Suggested KPIs:

- Registration rate
- Show-up rate
- Replay clicks

Pro Tip: Use text reminders to boost attendance by up to 30%.

Customer Review & Feedback Collection

Campaign Goal: Collect public reviews or private feedback to improve service.

Message Cadence:

1. 1 day after delivery or service
2. Reminder 3 days later (if no response)

Messaging Approach: Start with a feedback ask. If positive, then direct to the review site.

Workflow Tips:

- Branch workflows in HubSpot by NPS or satisfaction responses.
- Use dynamic fields to direct customers to different review platforms.

SMS Templates:

- "Hi [Name], hope everything went great! Mind sharing feedback? Just reply to this text."
- "Thanks! Would you be open to leaving a quick review? [link]"

Suggested KPIs:

- Feedback response rate
- Review conversion rate
- NPS or satisfaction score

Pro Tip: Use SMS first, then follow up with email to catch users on both channels.

Check out **Mobile Text Alerts** (<https://mobile-text-alerts.com/>) to integrate SMS into your HubSpot workflow.

Start with the use case closest to your business goals, plug it into HubSpot, and adapt it from there.