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Links in marketing SMS: your own domain, a landing page and not looking like a scam

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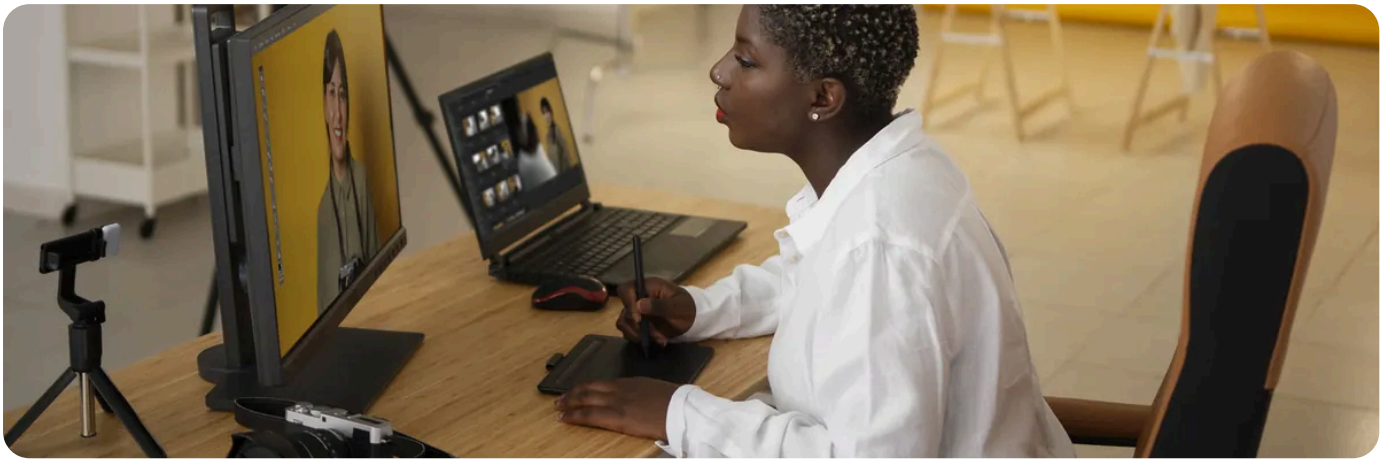
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Links in marketing SMS: your own domain, a landing page and not looking like a scam

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The short answer: you can put a link in a marketing SMS, and it should be **on your own domain**, short and recognisable, leading to a **page made for the campaign**. Avoid unknown shortened links: they raise suspicion, because that is how scams arrive, and they make the campaign perform worse.

Why your own domain makes a difference

People who get an SMS with a link ask one question before tapping: "is this really from the company?". If the link shows your company name, the answer is easy. If it shows random letters and numbers on a domain the customer does not know, many will not tap, and some will delete the message thinking it is fraud.

Type of link	How the customer sees it
`asuaempresa.co.mz/xmas`	Recognises the company and knows where it goes.
`[SHORTENER]/x7Kq2`	Cannot tell who sent it or where it goes. Looks like a scam.
`http://41.xx.xx.xx/promo`	An address made of numbers instead of a name. Total distrust.

One page per campaign

1. **Create a short page** on your website, with the message's offer up front, the deadline and a single button (buy, book, call). If customers land on the home page, they get lost looking.

2. **Give it a short address**, such as `asuaempresa.co.mz/xmas` or `asuaempresa.co.mz/sms`. Every character counts towards the message parts.

3 **If you want to measure with UTM tags**, do not put them in the SMS, where they make the message longer: make the short address redirect to the tagged page. cPanel has a redirects tool; see **301 redirects** and **UTM links**.

4 **Open the link on your own phone** before sending the campaign, from the test SMS. Check that the page opens, reads well on a small screen and that the button works.

No website or domain yet? You can **register a domain** and build the page with the **website builder** included in the **hosting plans**.

How not to look like a scam

Avoid	Prefer
"Click here", without saying what for	"See the collection at", "Book at"
Threats or fake urgency: "your account will be blocked"	A real offer deadline: "until Sunday"
Asking for codes, passwords or a mobile money PIN	Never asking for such details by SMS, and telling customers so
A message without your company name	Your company name at the start of the message
Domains that look like yours but are different	Always the same domain, one customers already know

Many phones recognise the address even without "https://".
Writing just `asuaempresa.co.mz/xmas` saves characters. Check in the test SMS that the link is clickable on your phone; if not, add the "https://".

Your website has to cope with the campaign.
If you send to thousands of people at once, many tap the link in the first few minutes. Send in waves or get the site ready: see **how to prepare for a traffic spike**.

RECOMMENDED

Campaign page ready? See SMS Marketing and send the link to your customers.

See the SMS Marketing page →

SEE ALSO

- Measuring an SMS campaign: offer codes, UTM links, redemptions and cost per customer
- SMS campaign copy, before and after: turning weak messages into ones customers act on
- SMS marketing mistakes that cost customers, and what to do instead
- SMS campaigns to more than 5,000 numbers: splitting the list and sending in waves
- How many credits an SMS uses: 160, 153, 70 and 67 characters explained

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