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SMS marketing campaign ideas for retail, markets, restaurants and cafés

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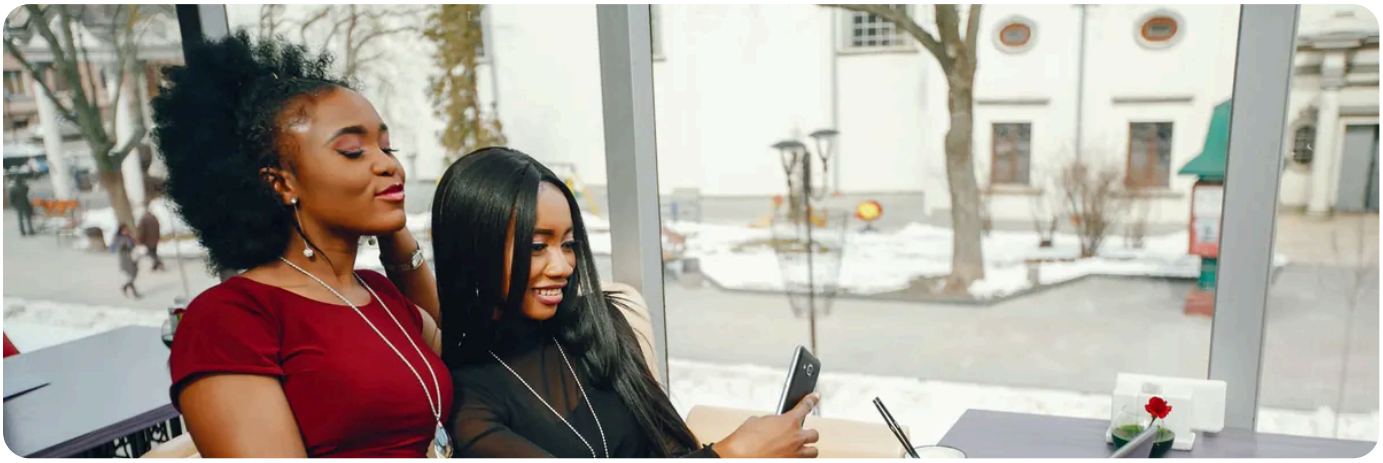
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SMS marketing campaign ideas for retail, markets, restaurants and cafés

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The short answer: in retail, markets, restaurants and cafés, the SMS campaigns that work best are the ones that bring customers in **on a particular day**: the weekend offer, new arrivals, the dish of the day, a theme night, a birthday treat. Below are campaign ideas for each, with sample messages. Service notices (order ready, booking confirmed) are covered in **business SMS by sector**.

In the messages, the parts in square brackets, such as [COMPANY] or [PHONE], are placeholders for your own details. Always end with a way to opt out.

Retail and markets

Campaign	Message	Tip
Weekend offer	`Hi {$contact_first_name}, the new season's products are here! 10% off everything this weekend. [COMPANY]`	Send on Thursday or Friday, before weekend shopping.
New arrivals	`[COMPANY]: the new collection is in! Come and see it first, Monday to Saturday, 8am to 6pm.`	No name needed, so it suits any list.
Payday	`[COMPANY]: monthly basket of essentials at a special price, until Sunday. Opt out: [PHONE]`	At the end or start of the month.
Sale	`[COMPANY]: up to 50% off shoes and clothes, until Saturday only. Opt out: [PHONE]`	A short, clear deadline.
Loyalty card	`Hi {$contact_first_name}, your loyalty card earns double points today. [COMPANY]`	Only for the group of cardholders.

Campaign	Message	Tip
Holiday opening hours	`[COMPANY]: on the [DATE] holiday we are open 9am to 1pm. Enjoy the day!`	Even with no offer, it saves wasted trips.

Restaurants, cafés and bakeries

Campaign	Message	Tip
Theme night	`Hi {$contact_first_name}, Friday is seafood night, with live music. Book your table at [WEBSITE]. [COMPANY]`	Schedule it for late morning, when customers think about their next meal.
Menu of the week	`[COMPANY]: this week, a set lunch with soup, main and a drink. Bookings: [PHONE]`	Once a week is enough; every day wears people out.
Delivery and takeaway	`[COMPANY]: we now deliver to your door. Order on [PHONE] until 9pm.`	Good for the group of customers in your delivery area.
Birthday	`Happy birthday {$contact_first_name}! Dessert is on us all this month. Show this SMS. [COMPANY]`	One group per birthday month. See **birthday SMS**.
Seasonal orders	`[BAKERY]: we are now taking year-end cake orders. Order by the 28th: [PHONE]`	Early, before the diary fills up.
Last-minute table	`[COMPANY]: we still have tables for dinner tonight. Bookings: [PHONE]`	For the regulars group, in the early afternoon.

Getting more from each campaign

1. **Split into groups**: cardholders, customers in the delivery area, business customers (group lunches, large orders). See **how to segment**.

2. **Use a code per campaign** or ask people to show the SMS, so you know how many came. See **how to measure**.

3. **Start from the templates**: the SMS Center Library has over 100 templates organised by activity, ready to adapt. See **templates and AI**.

Photos do not travel by SMS, but your website does.

For the dish of the day or a new collection, a short link to a page on your website with the photos does the rest. See **links in SMS**.

A dish of the day every day is too much.

A daily SMS to the same list wears people out within weeks. Pick one or two moments a week, or send only to customers who really asked for the menu.

RECOMMENDED

Ready for your next offer? See SMS Marketing and the templates by sector.

See the SMS Marketing page →

SEE ALSO

- **Business SMS by sector: retail, clinics, schools, deliveries and more, with example messages** →
- **Best days and times to send marketing SMS, by type of business** →
- **Birthday and loyalty SMS: rewarding regular customers without overdoing it** →
- **An SMS marketing calendar for the year: seasons, paydays, back to school and year end** →
- **SMS templates and AI: ready-made messages, the template library and improving a text** →

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