How to choose a mass texting service for your business

heyMarket

Start

How many team members will be texting customers?

- 1 → **Do you want to have 1-way or 2-way chats?**
  - 1-way → **Is customer privacy and consent a priority?**
    - No → **The basics**

      Stick with a simple tool that includes must-have features:

      - List broadcasts
      - Message templates
      - Personalization tools
      - Drip campaigns
    - Yes → **Safety first**

      Select a texting service with basic tools that keep your data safe:

      - List broadcasts
      - Message templates
      - Personalization tools
      - Drip campaigns
      - Keyword opt out (e.g., STOP)
      - Message encryption
  - 2-way → **Do you use a CRM or eCommerce platform to track customers?**
- 2+ → **Do you use a CRM or eCommerce platform to track customers?**
  - No → **Is your industry regulated (healthcare, finance)?**
    - No → **Basic conversational**

      Choose a platform with inbound and outbound texting capabilities, team efficiency tools, and strong security:

      - List broadcasts
      - Message templates
      - Personalization tools
      - Two-way messaging
      - Shared inbox
      - Assignments
      - Drip campaigns
      - Automations
      - Keyword opt out (e.g., STOP)
      - Message encryption
    - Yes → **Compliance-friendly conversational**

      Look for a texting service with inbound and outbound texting, team efficiency tools, strong security, app integrations, and compliance assistance:

      - List broadcasts
      - Message templates
      - Personalization tools
      - Two-way messaging
      - Shared inbox
      - Assignments
      - Drip campaigns
      - Automations
      - Keyword opt out (e.g., STOP)
      - Message encryption
      - eCommerce and CRM integrations
      - Internal chat integrations (e.g., Slack, Microsoft Teams)
      - Compliance with SOC 2 and HIPAA (if applicable)
  - Yes → **Is your industry regulated (healthcare, finance)?**
    - No → **Connected conversational**

      Pick a platform with inbound and outbound texting capabilities, team efficiency tools, strong security, and app integrations.

      - List broadcasts
      - Message templates
      - Personalization tools
      - Two-way messaging
      - Shared inbox
      - Assignments
      - Drip campaigns
      - Automations
      - Keyword opt out (e.g., STOP)
      - Message encryption
      - eCommerce and CRM integrations
      - Internal chat integrations (e.g., Slack, Microsoft Teams)
    - Yes → **Compliance-friendly conversational**

      Look for a texting service with inbound and outbound texting, team efficiency tools, strong security, app integrations, and compliance assistance:

      - List broadcasts
      - Message templates
      - Personalization tools
      - Two-way messaging
      - Shared inbox
      - Assignments
      - Drip campaigns
      - Automations
      - Keyword opt out (e.g., STOP)
      - Message encryption
      - eCommerce and CRM integrations
      - Internal chat integrations (e.g., Slack, Microsoft Teams)
      - Compliance with SOC 2 and HIPAA (if applicable)