

PROMPT PACK • 35 PROMPTS

SMS marketing prompts for HighLevel agencies

35 AI prompts to plan, write and measure SMS campaigns for your clients — from opt-in to automation to attribution, all built to run through HighLevel.

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READ THIS FIRST

How to use this pack

These prompts work with any AI assistant — Claude, ChatGPT, Gemini or HighLevel's Content AI. Each one is written for you, the agency, running the work on behalf of a client. Here's how to get real output instead of generic filler.

1 Fill every bracket

Replace each [placeholder] with real client detail — pull it from your intake form or the client's contact record. Vague inputs produce generic outputs.

2 Iterate before you ship

Treat the first response as a draft. Push back: "shorter", "warmer", "make it sound like a text from a friend, not a billboard." Two follow-ups usually double the quality.

3 Deploy through HighLevel

Every output has a home: campaign copy in Workflows, quick replies in Conversations, segments as smart lists, opt-in language on your funnels and forms.

4 Systemize what works

When a campaign converts, save the prompt, the copy and the workflow into a snapshot. Run it once, sell it to every client in the niche.

SMS strategy foundations

SMS gets 98% open rates and most of your clients aren't using it at all — that gap is your pitch. Before you write a single message, use these prompts to figure out where SMS fits in each client's marketing mix and what campaigns to run first.

PROMPT 01 SMS fit analysis

Run this during onboarding — the output becomes the SMS section of your marketing plan.

Analyze my client's current marketing strategy and suggest how SMS marketing could complement it. Identify the 3 highest-impact places to add SMS first. Here's an overview of their current approach: [insert client's current marketing strategy]

PROMPT 02 Audience-matched campaign types

Different audiences tolerate different message types — retail flash sales vs appointment reminders vs reorder nudges.

Based on the following characteristics of my client's target audience [insert audience details], what types of SMS campaigns would be most effective? Rank them by expected impact and ease of launch.

PROMPT 03 Opt-in offer and language

The list is the asset. This writes the offer that gets numbers onto it — use it on funnels, forms and in-store signage.

Help me craft a compelling SMS opt-in offer and message for my client. Their business is [insert business type] and their unique selling proposition is [insert USP]. Include the consent language required for compliant opt-in.

PROMPT 04 Campaign idea bank

Five ready-to-pitch campaign concepts per client — great fodder for the monthly strategy call.

Create a list of 5 SMS campaign ideas for my client's [insert product/service] that align with SMS best practices. For each, give the goal, the trigger or send moment and a one-line example message.

PROMPT 05 Competitor message teardown

Subscribe to competitors' lists for two weeks, then feed what arrives into this prompt.

Analyze these sample SMS messages from my client's competitors: [insert competitor messages]. What are they doing well, where are they weak and how should my client's messages differentiate?

PRO TIP • HIGHLEVEL

Every SMS reply lands in the Conversations inbox — so pitch SMS as a two-way channel, not a broadcast tool. A campaign that starts conversations books more jobs than one that just announces discounts.

Copy that gets replies

You get 160 characters and about 3 seconds of attention. Good SMS copy reads like a text from a person, not a promotion from a brand — these prompts get you there fast, per client, in their voice.

PROMPT 06 Attention-grabbing openers

The first 6 words decide whether the rest gets read.

Write 5 attention-grabbing openings for an SMS promoting my client's [insert product/service]. The key customer benefit is [insert main benefit]. Each opener must work as the first line of a text message, not an email subject.

PROMPT 07 5-word CTAs

Test these against each other — CTA wording is the cheapest A/B win in SMS.

Generate 3 variations of a call-to-action for an SMS campaign about [insert campaign topic]. Each CTA should be 5 words or fewer and pair naturally with a link or a "reply YES" action.

PROMPT 08 Loyalty program templates

Use HighLevel custom values like so one template personalizes across the whole list.

Create a personalized SMS template set for my client's customer loyalty program using merge fields like . Program details: [insert loyalty program details]

PROMPT 09 **Power-word integration**

Words like "free", "today", "you" pull weight in short copy — but only when they don't trip carrier spam filters.

Incorporate these power words [insert list of power words] into an SMS message about my client's upcoming [insert event/sale/promotion] — while avoiding phrasing that commonly triggers carrier spam filtering.

PROMPT 10 **Urgency in 160 characters**

Real deadlines only — fake urgency burns a list faster than silence.

Craft an SMS message that creates genuine urgency for my client's [insert limited-time offer]. Maximum 160 characters, include the deadline and one clear action.

Segmentation and targeting

Blasting the whole list is how clients end up with opt-out spikes and carrier complaints. HighLevel's tags, custom fields and smart lists make segmentation cheap — these prompts decide who gets what.

PROMPT 11 Segment design

Map each suggested segment to a tag or smart list in the sub-account.

Based on these customer data points available in my client's CRM [insert available data types], suggest 5 audience segments for their SMS campaigns. For each, describe who's in it, what message angle fits and how to define it with tags or fields.

PROMPT 12 Dynamic segmentation strategy

Segments that update themselves as contacts move through the pipeline.

Help me create a dynamic segmentation strategy for my client's SMS list that updates automatically as contacts move through pipeline stages. Their business model is [insert business model] and the customer journey looks like this: [insert customer journey stages].

PROMPT 13 Win-back sequence

The easiest revenue in any client's database is the customer who already bought once. Often your first proof-of-value campaign.

Design a 3-message SMS win-back sequence for my client's customers who haven't purchased in 6 months. Include timing between messages and an escalating offer. The product/service: [insert product/service details]

PROMPT 14 Single-segment campaign

A full mini-campaign for one high-value slice of the list.

Create a targeted SMS campaign for this specific segment of my client's audience: [insert segment details]. The campaign goal is [insert goal]. Include message copy, send timing and the success metric.

PROMPT 15 Personalization from CRM data

Export a sample of contact data and let the AI find the personalization angles you're not using.

Analyze this sample of my client's customer data [insert sample data] and suggest specific ways to use it for more personalized SMS messaging — beyond first name.

Compliance and A2P 10DLC

Compliance isn't optional and it isn't your client's problem — it's yours. US carriers require A2P 10DLC registration for every sub-account sending business SMS, and TCPA violations run \$500–1,500 per message. These prompts keep every client's program clean.

PROMPT 16 Campaign compliance review

A pre-flight check before any campaign goes live. Not legal advice — but it catches the obvious problems.

Review this draft SMS campaign for my client [insert campaign details] and flag potential compliance issues under TCPA and CTIA guidelines — consent, identification, opt-out language, send times and content restrictions.

PROMPT 17 Opt-out language

"Reply STOP to opt out" belongs in the first message and periodically after. Make it brand-appropriate.

Create clear, concise opt-out language for my client's SMS program that complies with SMS marketing regulations and fits their brand voice: [describe brand voice]

PROMPT 18 Compliance checklist by region

Build one per market you serve; keep it in your agency SOP library.

Generate a checklist of SMS marketing compliance requirements in [insert country/region] for a business of this type: [insert client's business type]. Include consent, record-keeping, quiet hours and opt-out requirements.

PROMPT 19 SMS privacy policy section

A2P registration reviews check for this on the client's website. Have their lawyer approve the final version.

Draft a privacy policy section covering my client's SMS marketing program. Their data collection practices include: [insert data practices]. It must state that consent is not shared with third parties.

PROMPT 20 Consent capture script

Use this language on funnel forms and chat widgets — explicit consent at the point of capture.

Create website form language for obtaining explicit SMS marketing consent for my client, including checkbox text and confirmation message. Their typical SMS content includes: [insert typical message types]

PRO TIP • HIGHLEVEL

Register A2P 10DLC before promising any SMS deliverable — approval can take days and unregistered traffic gets filtered. Make it a task in your onboarding workflow, with the client's EIN and website collected at intake.

SMS in the full funnel

SMS works hardest as the fast channel inside a bigger system — the nudge between the email and the phone call. Since everything lives in one HighLevel workflow, cross-channel sequencing is a checkbox, not an integration project.

PROMPT 21 Multi-channel launch campaign

One workflow: email builds the story, SMS drives the moment-of-action.

Design a multi-channel campaign incorporating SMS for my client's upcoming [insert event/product launch]. Their other channels include [insert other channels]. Specify what each channel does and when SMS fires relative to the others.

PROMPT 22 SMS + email pairing

The classic pattern: email for depth, SMS for the deadline reminder to non-openers.

Suggest ways to use SMS to complement my client's email marketing. Here's their current email strategy: [insert email strategy details]. Include at least one tactic that targets contacts who don't open the emails.

PROMPT 23 Journey map with SMS touchpoints

Maps each touchpoint to a pipeline stage — then each becomes a workflow trigger.

Create a customer journey map for my client that includes SMS touchpoints at each stage. Their typical journey: [insert customer journey stages]. For each touchpoint, note the trigger, the message goal and the fallback if there's no response.

PROMPT 24 Social campaign support

SMS converts the audience social media built.

Develop an SMS strategy to support my client's social media campaign: [insert campaign details].
Primary platforms: [insert social platforms]. Show how to move followers onto the SMS list and what to send once they're there.

PROMPT 25 Abandoned cart recovery

For e-commerce clients, this single workflow often pays for the retainer.

Design an SMS follow-up sequence for customers who abandoned their cart on my client's e-commerce site. Average cart value: [insert average cart value]. Include timing, escalating incentives and when to stop.

Advanced automations

This is where SMS stops being a campaign and becomes infrastructure — sequences that run in every sub-account whether anyone's at their desk or not. Each output here maps directly to a HighLevel workflow.

PROMPT 26 Onboarding sequence

The first week after purchase decides whether a customer becomes a repeat customer.

Create an automated SMS onboarding sequence for my client's new customers — messages, timing and goals for the first 14 days. The product/service: [insert product/service details]

PROMPT 27 VIP program

Tag the top 10% of customers and treat the segment differently — early access beats discounts.

Design a VIP SMS program for my client's top 10% of customers. Available benefits: [insert potential benefits]. Include the invitation message, ongoing cadence and how to keep the segment feeling exclusive.

PROMPT 28 Lead nurture drip

Matched to the client's real sales cycle — not a generic 5-day blast.

Develop an SMS drip campaign for nurturing my client's leads. Their sales cycle lasts [insert sales cycle length] with these stages: [insert sales stages]. Give me message copy and delay timing for each step.

PROMPT 29 Feedback and NPS loop

Route promoters to a review request, detractors to a private conversation. Pairs with the review workflows in our GBP pack.

Create an SMS-based customer feedback system for my client. We want feedback on: [insert areas of interest]. Include the ask message, follow-up branches for positive and negative responses and where each branch should lead.

PROMPT 30 Location-based campaigns

For multi-location clients, segment by location and localize every send.

Design an SMS campaign that incorporates location-based relevance for my client. Their locations: [insert business locations]. Show how to localize offers, timing and language per location segment.

Measurement and reporting

SMS is the easiest channel to prove ROI on: sends, replies, clicks and booked appointments all live in the same platform. These prompts turn that data into reports that renew retainers.

PROMPT 31 KPI dashboard

Define the scoreboard before the first campaign, not after.

Based on these KPIs [insert list of KPIs], create a dashboard template for tracking my client's SMS marketing performance — metric definitions, healthy ranges and review cadence.

PROMPT 32 Campaign post-mortem

Paste real campaign stats; get next campaign's improvements.

Analyze this SMS campaign data from my client's account [insert campaign data] and provide insights on what worked, what didn't and the 3 highest-impact improvements for the next send.

PROMPT 33 A/B testing plan

One variable at a time; let list size determine how long to run it.

Design an A/B testing strategy for my client's next SMS campaign. The element to test: [insert element to test]. Their list size is [insert list size] — include split, duration and how to call a winner.

PROMPT 34 Channel comparison report

Shows the client where SMS sits against email and ads — usually a flattering comparison.

Create a report template comparing my client's SMS performance to their other marketing channels [insert other channel data]. Normalize to cost-per-conversion so the channels are directly comparable.

PROMPT 35 Conversion rate improvement

Quarterly deep-dive: feed in history, get the optimization roadmap.

Suggest ways to improve my client's SMS conversion rates based on this historical campaign data: [insert historical campaign data]. Prioritize by expected impact and effort.

PRO TIP · HIGHLEVEL

Use trigger links in every campaign SMS. Each click fires a workflow and stamps the contact record, so your report says "17 booked appointments from Tuesday's send" instead of "good engagement."

Implementation playbook

The order matters: compliance first, list second, automations third, optimization forever.

WEEK 1 Compliance foundation. Register A2P 10DLC, run the compliance prompts (16–20) and get opt-in language onto every form and funnel. Nothing sends before this is done.

WEEKS 2–3 Strategy and list. Run the foundation prompts (01–05), design segments (11–12) and launch the opt-in offer. A small clean list beats a big cold one.

MONTH 2 First campaigns + automations. Ship one manual campaign with copy from section 02, then build the two automations with fastest payback: review/feedback (29) and win-back (13) — or cart recovery (25) for e-commerce.

MONTH 3+ Measure and scale. Report monthly (31–34), A/B test one element per campaign (33) and add one new automation per month from section 06.

Rules that keep results coming

- Respect the channel — every send should be worth interrupting someone's day for. 2–4 sends per month is plenty for most lists.
- Compliance is an agency responsibility. Double-check every new campaign type against regulations before launch.
- AI drafts, humans approve. Nothing sends to a client's list without a review pass.
- Save winning campaigns into snapshots so the second client costs half the effort of the first.



THIS PACK IS JUST THE START

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