Texta Academy

Practical training and resources for building a successful text marketing business

Building an offer

Businesses often spend significant time improving messages, graphics, and promotions.

However, even the best marketing cannot consistently overcome a weak offer.

Customers rarely take action simply because they received a marketing message.

Understanding how to build compelling offers can improve the effectiveness of nearly every marketing campaign.

1. The Offer Creates Interest

Customers are exposed to marketing messages every day.

As a result, attention has become increasingly difficult to earn.

An offer gives people a reason to stop, pay attention, and consider taking action.

Examples may include:

• Buy one, get one free

• 48-hour early access to a new collection

• A complimentary upgrade with purchase

• Priority registration for an event

• A limited-time seasonal package

Why This Matters

Customers rarely pay attention simply because a business wants them to.

They pay attention when they see something that feels relevant, valuable, or timely.

The offer often determines whether a marketing message is ignored or considered.

TIP

Before creating an offer, ask:

"Why would a customer care about this?"

Strong answers often lead to stronger offers.

2. Value Matters More Than Discounts

Many businesses assume the strongest offer is the biggest discount.

In reality, customers often evaluate offers based on perceived value.

A coffee shop may offer a free pastry with the purchase of a specialty drink.

An auto repair shop may include a complimentary multi-point inspection with an oil change.

An online boutique may provide subscribers with 24-hour early access to a new collection.

A salon may include a complimentary conditioning treatment with select services.

Why This Matters

Customers rarely evaluate price in isolation.

They evaluate what they receive in exchange.

An offer becomes more compelling when the perceived value exceeds the perceived cost.

Customers often remember value longer than price.

3. Relevance Increases Response

An offer becomes more effective when it aligns with customer interests.

A landscaping company promoting spring cleanup services may see stronger interest before the season begins.

A tutoring service may run a back-to-school promotion when families are preparing for the school year.

A jewelry store may launch holiday gift promotions during peak shopping periods.

Why This Matters

Customers are more likely to respond when an offer connects to a current need, interest, or opportunity.

4. Clarity Creates Confidence

Confusion creates hesitation.

Clarity creates confidence.

When customers clearly understand an offer, they are often more comfortable taking action.

Understanding often increases response.

5. Urgency Encourages Action

Many customers intend to take action.

They simply do not always take action immediately.

A customer may plan to schedule an appointment, visit a business, or make a purchase.

Without a reason to act now, that decision is often delayed.

Reasonable urgency can encourage timely action.

Examples may include:

• Limited-time promotions

• Registration deadlines

• Seasonal opportunities

• Product launch windows

Why This Matters

Urgency creates momentum.

Without urgency, action is often postponed.

Customers frequently delay decisions they fully intend to make.

6. Test and Improve

Not every offer will perform equally well.

Results provide feedback.

Feedback creates improvement.

Businesses that consistently test and refine offers often develop a better understanding of what resonates with their audience.

Why This Matters

Strong offers are often built through observation, testing, and refinement.

COMMON MISTAKE

Creating offers based on what the business wants to promote rather than what customers value.

KEY TAKEAWAY

Marketing helps people notice an opportunity.

The offer gives them a reason to act.

The most effective offers are often clear, relevant, valuable, and timely.

A strong offer reduces hesitation and increases the likelihood of action.