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Automatically send birthday texts to your subscribers

Alexis Vejvoda - 2025-05-29 - Comments (0) - [How To Create Workflows](#)

You can engage your subscribers automatically with text messages on their birthday using the Mobile Text Alerts Workflow Builder.

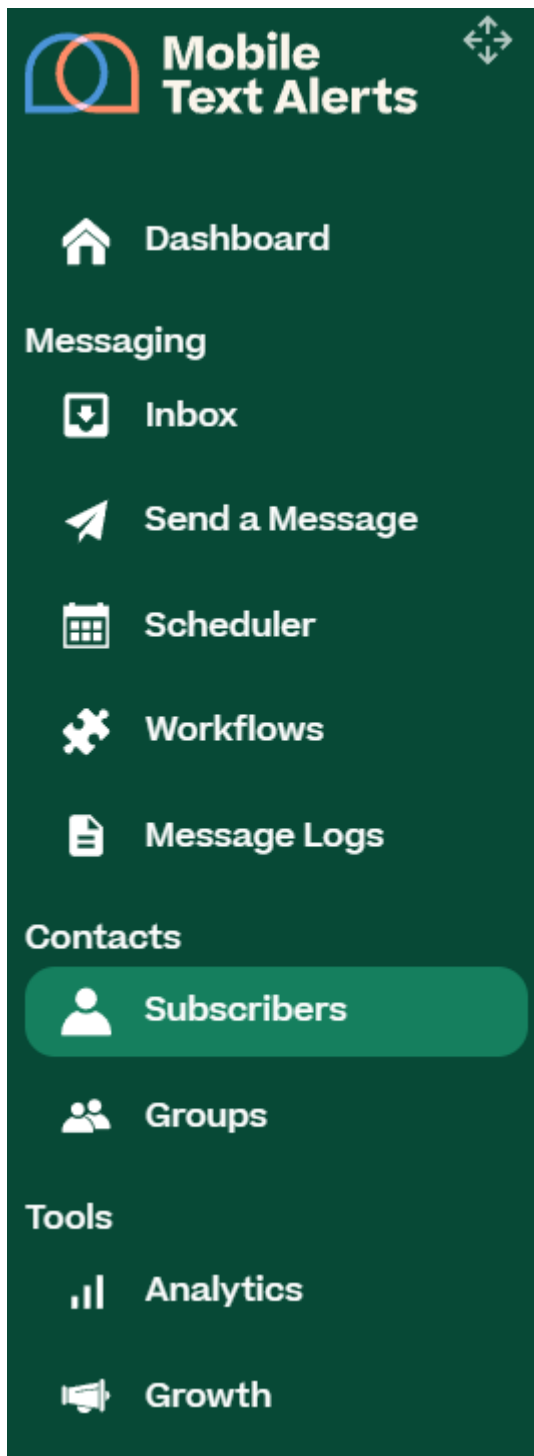
That way, you can connect with your subscribers in a personal way to help keep them coming back!

This is how you can do it.

Step 1: Make sure you're collecting birthday information

You first need to make sure you're collecting birthday data for your subscribers.

Go to the "Subscribers→Attributes" tab.



Click the “Add Attribute” button.



Type the word “Birthday” into the “Name” field. Then select “Date” as the “Attribute Type” and select the format in which you’d like your subscribers to enter their birthday.



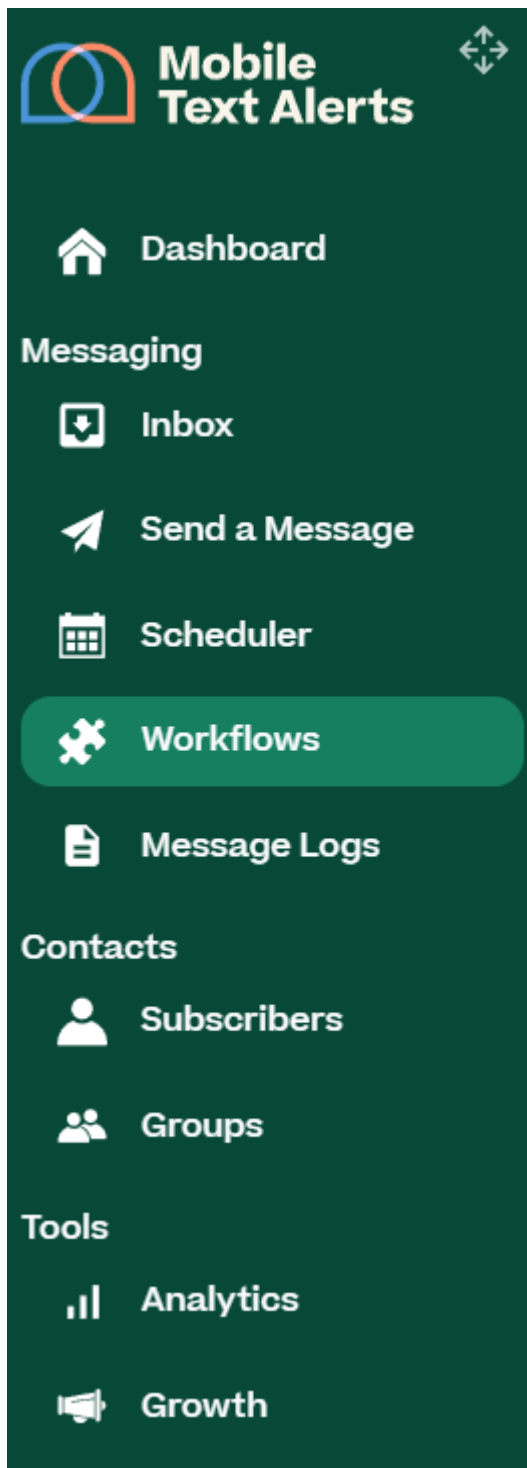
Click “Add Attribute,” and then “Birthday” will now be available as an attribute for your subscriber database.

You’ll then be able to collect birthday as a data point—whether you add in those birthday dates manually (on the [Manage Subscribers page](#)), [via a spreadsheet](#), through a [web sign-up form](#), or through some other method.

Step 2: Create a new workflow

Next, you’ll need to create a workflow.

Go to the “Workflows” tab in your Mobile Text Alerts dashboard.



Then click “Add Workflow.”



Select the “Recurring” option.



Select “Important dates” as your trigger.



Next, select the “Birthday” attribute as the “Date Attribute.”

Designate the time of day you’d like your workflow to trigger (for example, enter 10:00am if you’d like your birthday message to be sent at 10:00am).

Select the “Yearly” option so that your birthday message goes out to your subscribers every year.

Click “Confirm” to save your changes.



Step 3: Add a “send a message” action

The next thing you need to do is add your birthday message content into your workflow.

Drag the “Send a Message” action into the workflow editor.



Click within the “Send a Message” action that you just dragged into the editor and type in your birthday message content in the message box that appears.

Click “Confirm” to save your message.



Step 4: Save and start your workflow

When you’re finished adding in your birthday message, you’re ready to save and start your workflow.

Click the “Save” button to save all the work you’ve done.



When you’re ready to make your birthday message live, click “Options→Start.”



Your birthday message will now be sent to each subscriber on the yearly date designated in their “Birthday” attribute.