

# SMS Marketing Could Result in Many Gains

Charlie Brown June 07, 2018



SMS messaging is an excellent tool to increase customer engagement and keep them engaged closely with the brand throughout the customer life cycle.

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([Newswire.net](#) -- June 7, 2018) -- To make your brand a household name across the globe then you must focus on the use of SMS messaging service that allows two-way communications. By using SMS texting service, you can interact directly with the consumer by removing the barriers to formal business communication that often prevents marketers from getting close to consumers. [Business texting](#), which includes SMS messaging as well Mass texting, helps to develop a close relationship with consumers that lead to building trust and brand value. As the number of mobile users is growing at a phenomenal rate, it becomes easy to reach out to the largest section of the target consumers by using SMS messaging services. If you are still not using texting as a part of your digital marketing package you are losing out on easy marketing gains.

To make your business proliferate, you have to target customers on the move and adapt multi-channel marketing that should include SMS messaging. There is some misconception that some people have about SMS marketing as they think it is expensive and requires some apps, which is far from accurate. On the contrary, it helps to create personalized and targeted communication and facilitates strong analysis that gives excellent support to ROI. You can get personal and close to customers by texting business messages in an informal and friendly manner that helps to recognize the unique voice of your business that adds value to the brand. Why you should include SMS messaging as a part of your marketing mix would become apparent on reading this article.

## **Higher read rates for direct communication**

The most promising aspect of SMS marketing is that it communicates directly without causing any inconvenience to consumers. When sending out SMS text to consumers, you need not fear annoying them because it becomes evident from the high read rate of messages that they like it. Unlike E-mail marketing that creates uncertainty about opening rates of emails, with SMS marketing you are sure that consumers would go through the message. According to available statistics from surveys, 97% consumers read an SMS within 15 minutes of receiving it. Therefore, sending critical messages through SMS is much more effective. Nearly 45% of SMS marketing campaigns lead to favorable ROI and the average rate of success when combined with other marketing modes like social media marketing, and email marketing could cross 50%.

## **Cost effective marketing**

Let there be no doubt that setting up and running the SMS marketing campaign would cost you very little as compared to [SEO](#), PPC, and some other online marketing campaigns. Small businesses, in particular, would find it very attractive as it costs less but could be highly effective. The affordability of SMS marketing and the growing mobile consumers is a reason why you must make the best use of the opportunity of engaging with consumers more closely. Startups would find SMS marketing very beneficial to introduce and establish brands and make it easily recognizable.

## **Fits well with other marketing channels**

Every business would deploy several marketing methods and use different marketing channels to beat the competition, and SMS marketing fits the bill perfectly. Although it is a standalone marketing campaign, it works very well alongside other marketing methods that you adapt to your business. There is no conflict whatsoever between SMS marketing and other methods. Rather, it can help to boost some other marketing efforts by creating close customer engagement.

You can use the messaging service to augment other marketing strategies. By texting customers, you can direct them to your other marketing channels like social media marketing. You can even run promotional campaigns by using text messaging like informing customers to visit your website to avail some special discount. Similarly, you can promote new products by sending our messages to your target customers.

### **Create personalized messages as well as mass messages**

Texting for business essentially comprises of sending our personalized messages to customers as well as sending out some general communication that applies to all customers in the same way. While personal messages are excellent for building relationships and earning the trust of customers, mass messages are good for brand promotion and marketing. By using a combination of SMS texting and mass texting, you can improve brand perception and increase revenue.

SMS messaging makes use of 10-digit mobile phone number, and for creating mass texting campaign, you have to use shortcodes of 5 to 6 digits. The shortcode becomes the identity of your business. While SMS messaging is great for indirect marketing, mass texting takes a direct approach to marketing. It is essential to plan your messaging campaign by keeping in mind the marketing goals to choose a suitable mode of messaging.

### **Augment other marketing methods by using messaging services**

To draw the attention of customers and drive them to your other marketing channels you can use the messaging service effectively. Set up notifications and send them to your customers to inform them about your offerings on other marketing channels. This would help to drive more traffic to your website, and people would also take note of your social media marketing activities. By using texting, your business gets an overall boost as you can direct customers to the areas that could help to bring in more revenue.

### **Learn more about your customers**

Invite feedback from customers by conducting surveys using the SMS channel. The response to SMS survey is quite encouraging as 31% customers would respond to it as revealed in some studies. However, for the best response, ensure that it does not take more than 5 minutes to complete the survey or else the customer might lose patience and quit midway. The process of gathering feedback is very fast. The more you know about your customers, easier it would be to create more customer-oriented marketing strategies that can pay back well.

[SMS messaging is an excellent tool](#) to increase customer engagement and keep them engaged closely with the brand throughout the customer lifecycle. Create the appropriate content in messaging that conveys value that customers appreciate.

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