Article published on August 24th 2012 | Communication

As soon as a person books a call taxi the details are sent to his mobile number. Try booking an air ticket and once the payment is made the ticket details are sent to mobile phones via SMS messages and emails. In case your service provider needs to update you on some offers immediately you receive a SMS stating the details of the deal. In case you are working for an IT company and you use the company transport facility the details regarding the vehicle number and other details are sent to your mobile number. Have you ever wondered how this is possible? How messages are sent to unique mobile numbers? Yes, Email SMS is the latest technology through which this modern technique of connecting people is carried out. Within seconds one can send 1000s of messages to the intended recipient and that too at a very low cost. Benefits of Short Messaging Service and Emails

The era of leaflets, broachers, bit-notices, pamphlets have vanished paving way to the new and modern methods of marketing. Emails and SMS messaging have taken the lead in advertising industry, corporate world and other areas improving the connectivity. Now a day every individual has a mobile phone in the hand. The very first thing an individual does as soon as he wakes from the sleep is to look at the time in the mobile phone and look for any missed calls or messages. Not even a single message gets un-noticed by him if it is sent to the personâ€™s mobile phone. Unlike United States of America where incoming SMS are charged by the service providers this facility of receiving and sending SMS has become so popular among every class of people. If you want to publish any information it can be done in seconds if it is being sent to mobile phones. All you have to own is an internet connection and an email server. With these in place one can send email text to mobile phones. The target audience to whom the advertisement has to be sent is sent more effectively as the chances of opening them and reading is high unlike emails which remain unread for weeks.

Sending Emails to text messages is very simple and is not very expensive. Most of the business organizations that concentrate on sales and target oriented use this method to inform the customers about the offers, deals, price reduction, product launch etc. The important thing about email to SMS is the customer feels important since it is sent to a personal mobile number with a personal touch and the customer feels that he is one among the privileged. To send these messages using emails one has to possess a valid email address and database of mobile numbers which is available in the market and can be brought. This does not require any software and guarantee is given for 100% uptime of the gateway. There are features like sending messages to mobile phones and landlines. In case the landlines do not accept the text service then these messages are converted into voice messages and delivered.

Article Source:
http://www.articleside.com/communication-articles/connecting-people-through-sms-messages-and-emails.htm - Article Side

Jack Samuls - About Author:
Author is an experienced business writer, has been writing in the business world for a long time. The article tells about the features and usage of a titlesms messages sms messages, email sms, email text, email to sms, a titleemail to text message email to text message.

Article Keywords:
email sms, sms messages, email text, email to text message, email to sms

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