Group SMS: the Ideal mode for Efficient Communication

by Avena Sowell

Article published on April 16th 2012 | Communication

This little feature for messaging on a mobile phone would become a great marketing tool. One of the aspects of SMS management for business is through SMS gateways and making use of short codes. Short codes are five or six digit numbers, which can be remembered with ease, and it enables the marketers to get SMSâ€™s that are inbound.

Following are some of the areas of application:

â€¢ Providing information on request

â€¢ Running marketing campaigns through SMS from PC services

â€¢ Generate leads through feedback

â€¢ Involvement of citizens in voting and polls, competitions, usually for radio chat shows

Users are charged a rate at the time of sending SMS from PC that are crisp is nature. These specific SMS or Short codes managed through SMS gateways can be classified into:

Dedicated Short Codes: It is a form of personal code that can be used singly. It goes well with companies who need to run several advertising campaigns. It can be used where the utilization of specific keywords is not of importance.

Shared Short Codes: A shared short code enables several marketers to make use a number that is commonly used. Each user message is found out by the keyword that is there in the SMS front.

Making use of the online platform to send messages has become a usual practice. Its power is known by large and small businesses and for the promotion of communication through SMS. It saves money, time and manpower when one is doing communication through SMS. It enables users to be in constant contact with their customers, clients and business contacts. You can have access to this platform for communication with your friends and family. Group SMS is used to send common messages to several people.

You can deliver SMS from PC with just the click of a button and this service is efficient, reliable and cost effective. Thanks to SMS gateways, SMS marketing has reached the peak in recent times. Every business makes use of this platform for getting many marketing tasks done. SMS marketing has many advantages over conventional methods. Some of these are It is reliable, affordable and quick platform. This is friendly for users and is accessible in many versions that can be used easily like desktop applications, email plug-ins and web based interface.

An instant impact is created by the SMS. It compels people to purchase products when they get an SMS based advertisement, compelling marketing agencies to coincide their SMS with the launch of their service or product. The entertainment, media, food, retail outlets and real estate business make use of this medium for their own benefit as a marketing tool for products. Customers can be reached out through bulk messaging. They are highly useful for the government and for targeting several citizens to make local authority services accessible.

In case your business utilizes SMS from PC services, you can avail the advantage of a platform, which is called the host messaging. This service can be inclusive of any application, website or

system and is an affordable method of fast communication. The gateway application-programming interface assists in many ways including voice and text messages, text to speech messages etc.

Article Source:
http://www.articleside.com/communication-articles/group-sms-the-ideal-mode-for-efficient-communication.htm - Article Side

Avena Sowell - About Author:
Message-Media a business SMS Gateway provider of a sms software, mass sms, bulk sms messaging, sms mass, send sms messages online and a text from computer offer a 100% uptime guarantee, the only one of itâ€™s kind for US businesses and organizations.

Article Keywords:
SMS alerts, Bulk sms messaging, Bulk text messaging

You can find more free articles on Article Side. Sign up today and share your knowledge to the community! It is completely FREE!