Mass SMS Marketing - a Boon for Retail by Avena Sowell

Article published on May 29th 2012 | Communication

Short messaging services, better known as SMS, has created a new wave in the way companies do their marketing. Actually, mobile phones and the SMS feature has revolutionized the way marketing is done by taking the old traditions and mixing it with new technology. The Internet and the personal computer made things even simpler for businesses. Bulk SMS software that can easily be installed on the PC and internet connectivity to the entire world gave rise to bulk SMS messaging. But the one industry that has profited the most from this revolution is the Retail industry.

JcPenny, Belk, Macyâ€™s, Wal-Mart and numerous other prominent and well established as well as many new comers in the retail arena are using the numerous benefits of bulk SMS messaging to their advantage. Numerous bulk SMS softwares are available in the market and some of these outlets have even gone a step further to have their own customized software created for bulk SMS messaging. The best part about this method is that they were able to club it with their existing customer loyalty programs and give them more benefits while at the same time engage with them faster.

There are numerous ways mass SMS can help these retail organizations in their marketing campaigns, only thing they require is your number. Different messages with different communications can be sent to the dear customers to help get more foot falls in their shops and stores.

1. Information: Bulk SMS are sent to the numerous customers in their database whenever a new collection or new line is out. How many times have we got an SMS to check out the newest summer collection at an outlet near you?

2. Sales: It can be used to inform the customers about present and future sales and discount. Any message that says 50% off on all merchandise will definitely get feet moving.

3. Promotional Offers: How many times has a new shop opened up in town and sent a message of a special onetime offer for a limited period or announced a contest or a special event?

4. Distinctive Sales: You should get more benefit for being a platinum card holder than being a silver card one. This is where bulk SMS software is of tremendous help. It can help filter the list and allow facilities to send a 15% off message to Platinum card holders while sending a 10% and 5% off message to Gold and Silver card holders respectively.

5. Coupons: Bulk SMS messaging even allows to send mobile coupons that can be redeem at the time of purchase at the cash counter, just by displaying ones phone with the SMS

So far we have only discussed about the physical stores and shops, what about the ones that are virtual? So many of these shops have their own online portal as well and many companies get their maximum revenues from online order (E.g. Amazon.com). Bulk SMS marketing can do all the above wonderful things for them also. The reason why it has been a success is that it helps connect to the customers. A mobile phone is personal device that one carries with them all the time. Any message has 90% chance of getting read, which is a much larger percentage viewership than that of TV and magazine ads.

Article Source:
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a sms service Provider is generally email based application that allows you to access - and send messages. a bulk sms are applications or interfaces that enable you to send SMS messages from your desktop or laptop PC to one or many contacts. Use our service and save valuable time and money on your communications.

Article Keywords:
bulk sms messaging, bulk sms software, mass sms

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