Online SMS Service â€“ the Most Effective Customer Retention Tool for Marketers

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From teenagers to the marketing moguls, the power of text message services (popularly known as SMS or short message service) is undeniable. The ease at which you can compose a text message, add the recipientsâ€™ details and send it makes the SMS service the best choice for instant communication. While sending SMS from mobile is widely popular, the commercial sector is looking for most efficient ways of sending bulk SMS for communication and marketing purposes. One such method of sending large number of messages is Online SMS.

An online SMS is basically a text message sent from the web. You donâ€™t need to install any software to send SMS from the web. All you need is an online SMS service provider that can help you set up the web SMS service for your account. Once the setup is done there is no stopping you from communicating with your far reaching customers and associates.

When you send text messages online, you no longer are dependent on your mobile phone for composing text messages, finding contact details and monitoring the length of the SMS. In online SMS marketing campaign, you can manage your contact details, compose the text message and provide additional features to the message at your own convenience. The evident benefits of online SMS service have convinced marketers to send SMS online. Businesses have been empowered to achieve various goals with the help of web SMS service.

There are a number of ways in which you can use the online SMS service to retain your valuable customers. Some such ways are discussed below-

* Encourage customers to sign up for the SMS alert service and give them exclusive information to the subscribers â€“ This is probably the first step in beginning your online SMS campaign for customer retention. Whenever, an individual purchases any of your service, seek their permission for your online SMS alert service. Those who subscribe with your SMS alert service can enjoy exclusive information about your products and services, avail special discounts by showing the SMS voucher at the time of purchase and enjoy various other liberties.

* Ensure repeated visit by the customers â€“ By keeping a record of the number of visits by your subscribed customers, you can send text messages online to request them for a repeated visit. Such SMS messages make the customers feel special and wanted. You can also offer them a special discount or gift if they return to the store.

* Appreciate their association with your business â€“ You can also use the SMS online service to appreciate the interest of your customers in your business. A small text message of appreciation can do wonders to your relationship with your customers. For their loyalty to your brand, you can again send SMS that works as a discount coupon or gift voucher that can be redeemed at any of your stores.

Thus, one of the best ways for businesses to retain their customersâ€™ interest in their brands is by keeping them engaged with the latest inputs about your products and services and send SMS that gives them exclusive information.

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Author is an experienced business writer, has been writing in the business world for a long time.
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