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Short Codes and Their Importance

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Article published on July 16th 2012 | Communication

As the name indicates, short codes are used as special telephone numbers of usually five or six digits. Considerably shorter than full telephone numbers, they can be used to deal with SMS and MMS messages from a service provider's mobile phones or fixed phones. There are two types of short codes: dialing and messaging. They are designed to be really easy to read and remember, compared to normal telephone numbers. Just like telephone numbers they too are unique and operator specific.

Marketing Benefits

Short Codes can be profitable to most companies in virtually any industry, as it's a brilliant way of immediately responding to texts with an auto responder that one sets in.All inward texts are stored in an account that is online in nature. It can later on come handy for sending out bulk SMS marketing purposes.

There are varieties of businesses that can benefit from these codes. For instance, car dealerships can use them as a direct cohort tool to capture leads for the sales team to follow up on. Estate Agents can take advantage from these codes by selecting a keyword. For example, they can select "house" as a keyword and then select sub keywords such as "house1", "house2", etc. Each of the properties for sale or rent will be allocated by their own sub keyword. These sub keywords can then be advertised on the For Sale / To Let signs in front of the house. The Estate Agents can also receive response from customers accordingly and it is mutually beneficial. Advertising Agencies can use short codes to assist their customers capture vital details and build a database of clientâ€™s contact details. These can then be used while sending marketing information via text, email or post.

SMS Short Codes by shortcodes.com to help you

Being simple to keep in mind, the short codes help in making the process of text messaging easy for any business by allowing people to send an SMS to the customers by texting the keyword to the SMS short code. This helps in saving a lot of time, effort and money for any business.

Short codes and service identifiers (prefix)

Short codes are often linked with automatic services. An automated program can handle the reply and classically requires the dispatcher to begin the message with a command word or prefix. The service then responds to the command suitably.

Features & Services

The main features of text short codes include automated response within seconds, limitless sub keywords, E-mail forwarding, tracking and coverage of each enquiry sent by users, progress and administration of customized services for customer communication. Following are the services covered under Short codes services â€“ SMS Gateway, SMS Software, Bulk SMS, SMS Service, Text Messaging, Bulk SMS Messaging, SMS Short codes, Mass Text Messaging and Text Messaging Gateway.

Short codes are extensively used for value-added services such as television program voting, ordering ring tones, charity donations and mobile services. If you feel that your business requires these services, do not hesitate to take the help of Short Codes. After all the future of your business

lies in your hands.

Article Source:
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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 titleShort Codes Short Codes, Shortcodes, Short Code, Text Short Code, a titleText Shortcode Text Shortcode, Sms Shortcodes.

Article Keywords:
Short Codes, Sms Shortcodes, Text Short Code

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