Short Codes are a Companyâ€™s SMS Gateway to their Clients by

Alena Sowell

Article published on March 16th 2012 | Communication

Short codes are used by most businesses nowadays alongside their company SMS services as it provides them with cost-efficient ways to communicate with their clients and employees.

For those who are not familiar with the term, short codes are short sequences of numbers that are about 5 to 6 digits. In essence, these are short mobile phone numbers businesses and other organizations use for their SMS service for wider access on consumers and other target audiences.

This SMS service is ideal for businesses, brands and other organizations in sending alerts, notifications, and announcements as a short code provides their target audience with an SMS gateway wherein they would only need to memorize a short string of numbers to send in their replies, comments, suggestions and other concerns.

In businesses, short codes are a great marketing tool as they increase a businessâ€™s sales and profit.

â€¢ SMS message alerts sent to customers inform them of sales events and other promos.

â€¢ Fundraising and other non-profit donations can also be collected via an SMS gateway.

â€¢ Event alerts provide easy facilitating and employee communications

â€¢ Polls and surveys can be easily conducted via text messaging.

â€¢ Interactivity is made more feasible. This is useful especially in making the consumers feel t hat they are part of the product or service development.

The great thing about this marketing and information tool is that since it goes through a SMS gateway, random content and misinformation can be filtered using SMS software. Furthermore, bulk SMS can be made possible thru this system. The clear advantage for this is that information can be sent in the fastest way possible with the widest coverage.

Another great aspect of short codes is the implication of respect that companies give to consumers. The most annoying aspect of marketing sometimes especially with telemarketers is that they can be time-consuming and invasive. No one wants to be pestered with promotions and unnecessary chatter. The keyword here is choice. If a client is asking for an information, you can be sure that they are interested and that any content that the company may send will be welcome. One of the things that can ruin interest are pre-emptive assumptions and incessant badgering. Example of this is the numerous spam that we receive via email. Even if the client is interested in a given service or product, they may be turned off if it is made to appear that the choice is not solely theirs. Not only does unsolicited messages weaken brand image, it can also be ground for legal actions against the company.

CSC if paired with a good SMS software can be one marketing tool that is in line with the advancements of telecommunications. Bulk SMS, even if seen as spamming method by others leaves enough choice with the clients in its imaginative combination of interactivity, brand development strategies, respect of privacy and speedy delivery to become a very effective sales increasing tool. This is advertising with one of the widest reach but also one of the most affordable.

Article Source:
http://www.articleside.com/communication-articles/short-codes-are-a-company-s-sms-gateway-to-their-clients.htm - Article Side

Avena Sowell - About Author:
The a sms gateway receives messages from your SMS software application and translates it into whichever â€˜protocolâ€™ your recipientsâ€™ carrier uses. Different sms have differing capabilities, itâ€™s important to be clear about the type of you need.

Article Keywords:
SMS gateway, SMS software, bulk SMS, SMS service

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