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Text messaging is probably the most common and most used function on mobile phones. We all love to send text messages to our friends and family. Text messaging is the shortest and simplest way to communicate and stay in touch these days. Whether to wish someone a happy birthday or just a good morning or to convey a message, mode of text messaging is used on a daily basis for numerous purposes. Over the years, the utility of text messaging has changed from just a way to stay in touch to various other purposes.

1) Text Messaging as a Marketing Tool

Numerous companies have realised that the best mode of advertising is via SMS. When people sign up for special loyalty programs or special clubs or register their mobile numbers on various sites, they are bound to get attractive deals and offers from their favourite brands every now and then. The most interesting fact about text message ads is that over 90% are actually read by the customers, which is a higher percentage when compared to TV ads or magazine ads.

2) Send text message alerts to citizens

The Australian government has set up a national emergency alert system, which sends text messages to citizens within a specific geographical region in crisis situations like bush fires, cyclones, terrorist attacks and other calamities. Though it is still in its development stage, but the Australian government is committed to perfecting this system as it could help save lives.

3) Ordering food via SMS

Numerous fast food restaurants and coffee houses are pondering over the advantages and possibility of SMS ordering. It can make the ordering process much more efficient and faster and one never has to worry about taking the wrong order as the customer himself has texted his order. Numerous outlets have adopted this technique for their regular customers on a trial basis, but when perfected it can bring huge benefits to restaurants.

4) Send a short text message and get instant cash loans

All one has to do is register their mobile number with the lenders and provide them with the necessary details. Whenever you are on the move and need a little extra cash, you just have to send a small text message and you get a small cash loan within minutes.

5) Mobile Banking

Banks allow transactions over mobile phones; all you have to do is register your mobile and create a mobile pin code. You can easily do your transactions over the mobile phone like paying bills, transferring money, shopping, etc., all done via text messaging.

6) Expressing the right to franchise via SMS

Reality shows and TV polls have been using text messaging for years to voice your opinion. On several occasions we have voted for our favourite Idol or expressed our opinion on an issue by sending a text message. Then, why this method can't be used to exercise our right to vote. In many high schools and colleges, the student body elections are conducted via internet and mobile phone

messaging. This method may not be ideal for state or country wide elections but in small area where a few people are involved it is a perfect solution.

Though text messaging is used mainly to stay in touch with our friends and family, they can be used for a variety of other purposes too. The above purposes are just some examples of different uses of texting, but creativity and innovation has led us to the path where the possibilities are endless.

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[Avena Sowell](#) - About Author:

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 Bulk SMS Software, a titlesend text message [send text message](#), SMS and a titlesms marketing software [sms marketing software](#).

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