Leveraging the Power of Bulk SMS by Gaurav Sinha

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With aggressive competition in the global marketplace, brands are compelled to get more proactive with their marketing initiatives without overshooting budgets. Most brands undergo stringent budget strategising so that they are able to optimize their investment in marketing and advertising initiatives in all areas. Standing out among the clutter is extremely important for brand managers, and they are soon recognizing the significance of cost-effective marketing projects such as employing a Bulk SMS service provider.

Providers of mass SMS services have become a crucial part of the entire gamut of marketing service providers. They act as the missing link between the brand, the target audiences as well as the telecom network providers. With mobile marketing through telecommunications and the internet becoming the fastest growing avenue in promotions, brands are able to leverage from this form of customer contact on several levels.

Leveraging the Ever Increasing User Base

On the other hand, with the ever-increasing user base of cell phones and smart phones, Bulk SMS service providers allow you design a targeted promotional strategy using safe and quick communication strategies.

SMS versus Email

The biggest benefit of this strategy, especially when compared to E-mail marketing is that the chances of your audience reading it, is much higher. Mobile messages tend to be short and to the point, while email communication tends to be much more detailed thus risking its readership with an audience that has dwindling attention spans.

Additionally, email messages are likely to go directly into spam which means that your audience may not even realize your message is lying in their inbox's. In comparison to that, mobile messages guarantee a basic readership, thus ensuring that you are able to communicate your messages to the audience that it is intended for.

Exploring Business Opportunities

Brands can now opt to build databases and send out thousands of messages to their audiences to facilitate brand recall as well as communicate with them on new product launches, promotions, event invitations etc.

In addition to being a more effective mode of communication, it is also extremely cost-effective. This makes it a preferred choice through which brands choose to communicate with their audiences simply because they offer a higher rate of return on investment.

How Does This System Work?

Bulk SMS Service providers offer a feature rich user interface which is extremely user-friendly to operate. They make use of a backend SMS gateway from which the messages are sent out, the front end of which is typically a website, email server or similar interface.

This tool has statistically played a crucial role in facilitating the generation of revenues. Not only do

they open doors to unlimited new business opportunities but the minimal investment requirement allows businesses to conduct effective advertising plans without burning a hole in their pockets.

Before you hire a service provider, make sure you hire one of great repute and one who offers you comprehensive services with respect to database management as well. Make enquiries within the industry to identify the one who will enable you to truly leverage the power of mass SMS.

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Strikeone Advertising is one of the leading a Bulk SMS Service Provider company from India. Our SMS service is used to send bulk sms and a short code all over India to promote your brand name.

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