The Impact of Smart-phones on Bulk SMS Services

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In spite of all the technological advances and upcoming options in cheaper modes of short messaging communication through smart phones, SMS as a technology seems to have stood tall through all tests and sustained itself in the communications market.

The use of bulk SMS services around the world and in India does not seem to have been affected by new age technologies. As a matter of fact, in certain scenarios, newer technologies have enabled the boost of this system.

The Smart Phone Age

With over 270 million smart phones being bought throughout the world every year, there is no denying that these new age phones have brought with them a tremendous shift in the way people use their mobile phone handsets.

In spite of the unlimited new functionality and tools for cheaper communication, it is believed that last year lone over 6.1 trillion SMS messages have been sent and this number is expected to continue growing.

What does this mean for Bulk SMS Services?

Even though as the name suggests, Bulk SMS services India is a relatively pass form of marketing communication users still tend to perceive it as a more targeted and specific communication making it an extremely convenient and effective choice.

How is SMS still so resilient in todayâ€™s times?

The simple fact that SMS as a service is pre-installed and present in each and every kind of handset irrespective of its functionality and type, makes it a common denominator among various mobile hardware. Hence, users still tend to make tremendous use of SMS services since they are not required to be using the same smart phoneâ€™s models or download any special applications which will allow them to talk to other users within their network.

From a marketing perspective, opting to hire Bulk SMS services in India, give you the capability of getting in touch with audiences belonging to a range of demographics and without worrying about whether or not they will gain access to your messages.

For Example, while Blackberry users are forced to use their Messenger services, they are not able to send out instant messages to iPhone or Android users except through SMS. Many smart phone users today still prefer to stick to conventional short messaging services as against downloading a range of applications at the risk of using up valuable space on their phoneâ€™s memory cards.

Ironically speaking, the ergonomic designs of smart phones combined with touch pads and QWERTY keyboards have also simplified the way SMSs are being sent out. This has also had a positive effect on the popularity of this mode of communication.

Though one cannot deny the fast growing user base of applications such as Whats app messenger and Blackberry messenger, but its effect on the SMS user base is much lower than one would have expected. With a highly fragmented marketplace, smart phones are yet to device a uniform

application like the traditional SMS system that remains consistent across a range or smart phone handsets.

This means that at least for the next couple of years, SMS is here to stay.

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