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The Journey of Online SMS Strategies Has Just Begun by Julia Bennet

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We use our cell phones to send or to receive SMSâ€™s, donâ€™t we? SMS is also known as texting in many parts of the world or Short Message Service as well. It is like a new wave of trends that has hit the generation today like never before, ever since the invention of cell phones in our daily lives. But today, more than just sending text messages from your cell phones, you have another tool which has come into play of all the actions, which is online SMS. It is a very powerful way to communicate with the world, and especially when you want to tell millions out there what you have been up to.

The use of SMS from online portals or cell phones is a rage these days, especially with the younger generation who would like more for less. SMSâ€™s has also brought about a change in the way we communicate with others around us. With new lingos being developed, and who amongst us hasnâ€™t used terms such as BFF, OMG, LMAO etc or even GTG as well. These are terms which are coined to help keep the messages short and within the character limited allowed per message. But when you indulge in messaging from online web portals, you do have an advantage, which is you can increase the character limits, more than what your cell phone can allow you with.

The main difference here between online SMS and phone texting would be the use of the web. An advantage here is that through phone texting you reach only a set target number of people, whereas when you do it online you can reach many more than what your cell phone could allow you to do. With the online method of texting you can have group texts sent, which is easier as compared to doing the same with cell phones. You can also use the interface round the clock and be rest assured that your privacy and confidential details would never be let out at all.

Another thing to know when you send SMS from online portals is that multiple recipients get to know you. And for this you wouldnâ€™t have to spend a bomb or subscribe to any plan as such, just as you would have to when using your cell phone. You can send as many SMSâ€™s as you want and to any one anywhere in the world, that too for free! But if you do this with your cell phone, there would be various tariffs on SMSâ€™s sent to local, national and international numbers, hence with online SMS portals you save a fortune.

Businessmen across the globe use online SMS portals to reach larger audiences worldwide. Most are happy with the results, since it allows them to track the campaigns effectiveness and outcome as well. Plus they also get instant replies and confirmations of the messages being sent to the various recipients across the globe. No wonder the power of sending SMSâ€™s through online web portals is now a rage and here to stay, this would be ideal for you if you are a large SMS sender or would like to promote your products and services.

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Increase your customer satisfaction index with the help of a online SMS. Moreover a SMS from online portal is cost effective.

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