Phone Number Versus Short code: Inbound Text Message Service by Lexoremman

Article published on January 8th 2012 | Mobile Phones

Inbound text messaging service allow businesses to receive text message from mobile subscribers. This is cost effective way of communicating with customers, employees, field sales, marketing, polling, etc.

To receive a text message carriers provide 5-6 digit number which is capable of receiving and sending only Text or MMS messages between mobile subscribers and an web, or desktop application. The short code needs to provisioned with carrier after their approval of your application, this is known as dedicated short code. It takes 10-12 weeks for getting your own short code number provisioned and certified. Text message marketing company like TXTImpact can provide you with shared short code, which you can use immediately without any wait time.

What is Short code?

Short codes are 5 or 6 digit numbers, to which wireless subscribers can address text messages, regardless of their wireless service provider. Short codes are easier to remember, handy and more compatible across all participating carriers. Short codes play the same role as a website URL does in internet world in driving end users to a common method of interaction. Therefore, this is a good idea for application developers to take advantage of short codes to provide interactive and handy wireless solutions. These applications or solutions can be chat, bill payments, marketing, polling, coupons, etc. that can be implemented using short code advantages.

If you are planning to send or receive messages across North America, you need to register your short code with all carriers so that all users regardless of their carrier or operator will be able to send messages to the same number and receive a message on his or her handset.

The other way to receive and send text message is a virtual phone number also know as long code or number. You can still receive and send text message from applications, but there are still some of major drawback of using long numbers.

Short Code

- Ideal solution for Text message Marketing, Text Voting, Sweepstakes, Mobile Coupons,Text-for-info etc.

- Large volume messaging send 30 messages per second.

- High cost dedicated Short code, alternately use shared short code with keyword.

Long Number

- Phone Numbers are mostly used for low volume Group texting application.

- Low volume messaging 1 send message/6sec. Person-to-person communications. Send and receive text messages between users and groups.

- Low cost of dedicated long number. A unique or dedicated Long number can be assigned to a business or individual.

Article Source:
http://www.articleside.com/mobile-phones-articles/phone-number-versus-short-code-inbound-text-message-service.htm - Article Side

Lexoremman - About Author:
Through TxtImpact effective and affordable Text Message Marketing and group text messaging services now businesses will be able to launch their mobile marketing campaigns without any hassle! Contact sales if you're interested in using long number for your a text messaging services.

Article Keywords:
short code, phone number

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