Article Side

SMS Marketing is Proving to Be Effective for Promoting New Products by NencyFrantz

Article published on June 20th 2012 | Mobile Phones

Marketing is the best way to promote new products. Advertising about a product is an effective way to improve the standards of a company. Many marketing applications are available in the present day such as Internet, direct, mobile, database, etc. SMS marketing is proving to be one of the best among marketing applications. It is the most effective method of informing customers about products and services with many key considerations that contribute to a successful marketing campaign. It also helps in maintaining privacy among customers, which is important for preserving the integrity of the mobile marketing industry and also consumer best practices.

SMS Marketing provides consumers with the information they need to make choices about a marketing program and enables them to control which mobile message they receive. Establishing strong consumer privacy standards can protect the mobile channel from abusive, unethical marketers. Spam issues are not present in this marketing type and they also support consumer privacy standards. They are also implementing a group text messaging software, which allows one to launch bulk SMS campaigns and are robust in SMS API's and Gateway to handle largest mass text messaging efforts. They help in promoting business, run text-2-join campaigns, polls and contests, and group text messaging, which helps in making the work easier and quicker. Many benefits are available such as SMS coupon delivery, customer notification of specials and sales, event-based SMS communication to drive event participation and much more.

One can also use short codes for marketing to make the work secure, can share marketing growth in fresh and easy ways, schedule text messages easily as it is possible to schedule work prior to date, and add new keywords that help to lighten up the credits for the product. One can also use multiple keywords to compare the results of advertising programs. SMS Marketing helps to reach out to many customers for a reduced cost and is time-saving as well. Calendar reminders are also available through which one can receive messages about a friend's birthday, meetings, functions, etc. Email notifications are also sent to customers' mobile phone to remind them about important tasks such as bill payment, tax payment, insurance payment, etc.

Numerous advantages are up for grabs for the ones who use SMS marketing as a medium of communication. They help in creating an effectively targeted marketing campaign, send solicited messages only, market on a one-to-one basis, reach customers at any time and at any place, avail an easy-to-use management interface, etc. It is also possible to log in to the expresstext site to get more information about SMS marketing and get the benefit. SMS marketing helps customers by providing information through text messages and can also provide security to information by guaranteeing confidentiality as well.

Article Source:
http://www.articleside.com/mobile-phones-articles/sms-marketing-is-proving-to-be-effective-for-promoting-new-products.htm - Article Side

NencyFrantz - About Author:
a Nency Frantz is United Kingdom Author. He is Working in Software Marketing. He has applied his knowledge and understanding to a wide variety of a SMS Marketing software business.

Article Keywords:
SMS marketing

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