# Thing You Need to Know About Text Message Marketing by Kenneth Bowlby

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Text message marketing is one of the most effective, direct, affordable and personal marketing tools in business today. Compared to direct mail and traditional advertising, marketing, text messaging is much cheaper and more memorable, too. Marketing involves sending text messages, SMS, promotional and marketing text messages to customers and is incredibly easy to use. Many companies think text message marketing as an ideal replacement for online and offline marketing. Marketing text message based on the type of marketing authorization, which means that before sending a marketing message to customers, the company has begun a relationship with that person to receive messages. Users may opt out of receiving messages, words such as STOP or at the end, so the company can take the phone number of a person from a list of text messages.

Text message marketing technique is incredibly simple to use and requires no additional software. With this method, you will only pay for messages you need, and there are no additional costs. Text message marketing campaign can be done either through a short code or long code depending on the volume of messages and the types of advertising companies will use. It has been estimated that more than 95% of all text messages are opened. The main advantage of using text messaging marketing technique is easy to use. Since the system is fully automated, but very less time is consumed. Marketing your message is completely Web-based and non-spam. Another advantage of using this technique is his personal name and the recipient's name. The information sought is relevant to the message to the receiver and, consequently, the system individually. This allows for two way dialogue on the business of consumers with customer response capability that allows companies to gather important demographic and psychographic data from consumers ready.

Businesses or organizations may use marketing text messages to any number of reasons. You can send messages to your customers about offers and promotions you offer. You can also provide the product / service updates for your customers. Businesses also use the phone numbers to increase customer repeat business and drive traffic to the business during slow times. You can also use the marketing technique of text messages to attract new customers. Marketing text messages are usually sent SMS to promote coupons, reminders, product developments, new product announcements and store events. Messages will be made only for clients who are open to text marketing.

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