

SMS Studio

SMS Marketing



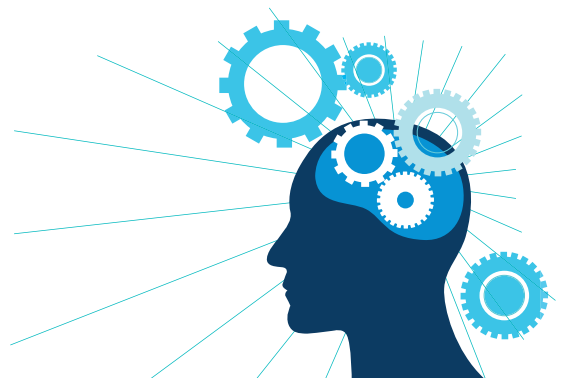
The ultimate SMS campaign tool

Data capture is an essential part of promotional activity for any organisation. This activity can be time consuming for both the individual supplying the information and the organisation collecting it.

SMS Marketing is a highly versatile service which makes not only data collection quick and easy; but also provides a platform for competition entry, voting, payment of goods by text message and charitable donations by text message. Despite the array of applications and powerful features it offers; setting up and using SMS Marketing couldn't be simpler.



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What is SMS Marketing?

SMS Marketing is an incredibly versatile tool with far-reaching potential applications. Allowing people to register their interest in a product, request further information such as a brochure or even pay for an item by simply sending a text message is likely to result in a considerably higher rate of conversion than by traditional means. Similarly, as has been demonstrated by numerous television competitions and shows involving voting: SMS is an incredibly popular means of entry. By unlocking the power of SMS campaigns with SMS Marketing, any organisation can benefit from this exciting and innovative means of communication.

SMS Marketing allows the user to quickly set-up and launch an entirely unique SMS campaign as and when they are required. Having chosen their keyword (unique word to be entered by anyone contacting the company, followed by additional information if appropriate), the user is then able to enter a response message which is automatically sent to the individual who has text in and also set the billing rate (an essential aspect if the user is looking to set up a campaign which allows people to pay for a product or donate to a charity by text). Once the campaign has been launched all incoming messages are forwarded to a pre-selected email address and the incoming message originator's contact details automatically added to the user's pre-defined group within SMS Marketing - allowing for ease of follow up contact.

SMS Marketing is the ideal way for users to fully utilise the simplicity, speed and usefulness of text messaging as a means of connecting directly with their customers.

Want to keep your customers informed on a more regular basis? Try our "SMS Subscription" service.

Features

- Comprehensive reporting platform
- Ability to set billing rate to suit purpose of message
- Option to clone numbers to quickly set-up new campaigns
- Response messages automatically sent
- Acquired contact details automatically added to a group
- Full statistics available for each campaign

The Benefits

- Access remotely 24 hours a day as required
- Make it easier for prospective customers to register an interest
- Quickly and easily establish new campaigns using the number clone facility
- Handle voting and competition entry with ease
- Set-up and adjust the service quickly and easily
- Receive full back up from our expert technical support team

To find out more about SMS Marketing or request a demonstration, get in touch with our expert team on 0844 556 7888