

SMS marketing can be sent according to your convenience and it won't immediately disappear like emails and other means of communications. So, by SMS marketing, your text message reaches the target market within seven seconds and you will receive immediate response for your announcement, offer or message. It also helps in building new relationships and regular text messages will keep you in contact with existing customers and so brand loyalty is maintained.

But, you have to remember that the characters in your text message are limited to 160. So it is essential to create a text message which is clear and concise. When you use SMS as your business-marketing tool the regulatory procedures are similar to email marketing. Collection of cell phone numbers of users is the first step in SMS marketing. You should get the agreements of each recipient and failure of this can lead you to pay fine for every occurrence under the Data Protection Legislation. After getting agreement from the target market, their telephone numbers list that has been collected can be loaded easily into the software. This software will generate the text messages to the target audience list and also you don't have to retype the SMS several times to different mobile numbers.