



Article published on March 2nd 2012 | [Communication](#)

Text message companies have come up to help businesses with SMS marketing campaigns. The aggregator companies offer SMS API services and other infrastructure that make it possible for businesses to send text messages over the internet to customers's cell phone lines. The SMS software has taken over the marketing docket once occupied by traditional mail and email. The system is efficient for marketing as it facilitates quick communication between a business and many customers at once and with expectation of quick feedback.

With bulk SMS, you can send a single text from computer or text message from web-based sources to multiple recipients across multiple destinations. The system employs SMS API or SMS software to offer an interface for users to send messages over the internet to users on cell phone networks. You may employ your SMS API to automatically send promotional content, messages on special offers, birthday wishes etc to many customers.

The SMS service is one of the most efficient tools businesses can use to enhance relations with their customers. The sending of personalised messages to your customers makes them feel appreciated and this augurs well for any business's marketing efforts.

While there may be many companies that offer text from computer to mobile network services, it always pays to check over online sources for the most reliable and cost-effective deals. Your aggregator should offer a reliable service and capacity for high volume output if need be.

### The success factors for bulk SMS marketing

It is important to realise that an aggregator is a third party intermediary that owns a small part of the entire infrastructure involved in the transmission of SMS messages from the computer or website to cell phone numbers. You need to be sure that your provider has reliable systems in place to integrate well with all the other technological components necessary for successful SMS marketing campaign.

For all purposes you may be using your SMS over the internet system, you need a guarantee that the service never breaks down in the middle of the process. In case of faults, your provider should help address those in a timely fashion so that the glitches do not to break your SMS marketing campaign and lose the trust and confidence of your customers.

Many people own cell phones today and this makes text message marketing very effective. Unlike tools such as email, a high percentage of cell phone users will respond to or at least read the text messages they receive. Your business can take advantage of internet technology and reach out to a wider customer-base.

You should also engage an aggregator that supports many carriers and destinations. If your business is global, you need an SMS aggregator service that reaches your customers wherever they may be.

Additionally, consider your budget before committing to any aggregator. Specifically, assess your SMS marketing needs and the size of your targeted audience. This will help workout the number of text messages you need to send in a day or on monthly basis. Such analysis is important in choosing the most appropriate plan for your business. You can find pricing details and plans at the website of your preferred aggregator.

Article Source:

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Article Keywords:

sms api, bulk sms, sms software, text from computer, text message

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