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Short message service better known as SMS was first used in 1992, when the first SMS message was sent over the Vodafone GSM network. Since then, this mode of communication has become more popular and its usage has been increasing at a drastic rate, for example from 2007 to 2010 the number of SMS sent globally has almost tripled. Innovation, development and necessity have lead to the development of various SMS softwares that can allow sending and receiving SMS from the personal computer to mobile devices and vice versa. Before, the use of SMS was for personal messaging and immediate or urgent message alerts, but soon businesses realised the potential of SMS marketing. SMS from PC, text messages from mobile/PC, bulk SMS software, etc. provide an array of benefits to the corporate world.

1) Increasing the Customer Reach

It is estimated that over 5 billion of the world's population has mobile subscription. Also, approximately 90% of the world's population has access to mobile networks. These huge numbers itself show the potential of sending SMS from PC to new or existing customers.

2) Low Cost

When compared to the cost of advertising in TV, using a well known spokesperson, giving ads in newspapers or magazines or even ads over the radio, text messages are the cheapest. Also this cost goes down tremendously when text message ads are sent to more and more people using the bulk SMS softwares.

3) Customer Engagement and Interaction will Increase

SMS softwares allow one to send text messages to many people at one go. At present bulk SMS softwares are available that can send 25,000 text messages within minutes. These text messages will increase the number of sales leads. As more and more people respond to the ad, a new potential customer database can be created by the company.

It is not only necessary that these ads should be only for potential customers; they can also be for existing customers. Some good examples are banks sending text messages for account balance, credit card companies sending monthly statements, telephone companies sending monthly bill, sending e-coupons and mobile text coupons by online shops, etc. This will lead to more interaction with existing customers and can help generate more revenue per customer. Text messaging can be an excellent tool for cross selling and upselling products/services.

4) Increase efficiency in the office

It is not necessary that these SMS softwares be used only for customers; they can easily be used in the office as well, for example, sending details for an important meeting, sending memos, notifying field agents about any new developments, notifying about any emergency situation, sending important information to key customers and suppliers, etc. This will definitely lead to increase in efficiency at the work place as the staff will be updated regularly with all relevant information.

The SMS from PC software can also act as a call centre wherein customers can send their complaints or queries and can receive replies as well as assurance of best services quickly. This in turn will lead to customer satisfaction which can have even more benefits for the company.

The above mentioned points are just some of the major advantages of using SMS from PC software for business purposes. There are numerous other benefits of text messaging in business. It is due to these advantages that businesses today are using such SMS software.

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Author is an experienced business writer, has been writing in the business world for a long time. The article tells about the features and usage of Bulk SMS Software, a titlesend text [send text](#), SMS and a titleemail text [email text](#).

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