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Sending out Bulk SMSs using a short messaging system gateway has come to become a very popular method of direct communication with customers around the world. Brands are able to directly engage with customers, employees as well as vendors without investing in too much time and money.

SMS versus Mass Email

When compared to its online counterpart, the email, sending out mass emails is a concept that has been hackneyed and exploited to a great extent. This has resulted in most mass emails going directly into spam folders, which means that there is hardly any chance that your target audience even received your communication. Considering today's situation, sending out bulk emails is pretty much a waste of time and effort since there is no real way of knowing whether or not your message has been communicated.

What Makes Mass SMSs a Better Proposition?

One of the major benefits of picking Bulk SMS systems as a communication tools is that they make use of unique SMS gateway software to send out mass short messages to mobile numbers in your database. This helps ensure higher reach to target audiences who may or may not have access to email and other communication forms at that time.

Integrating Communication with All Stakeholders

This system not only allows you to engage with existing and potential customers, but you can also set up robust systems to communicate with traveling company representatives. Email isn't always easy to access at such times and even if it is accessible, it tends to get very expensive.

Since one does not need a smart phone to connect with customers, vendors and field personnel, there is no major hardware investment required at all. Every mobile phone integrates SMS features making it a more popular mode of communication.

In situations where there is weak range, the SMS will be sent at a later time, hereby ensuring that your target receiver actually reads your message.

At the same time, many internet users chose to ignore or delete emails without reading them. The short and sweet nature of SMS and mobile technologies compel users to go through the message at some point of time, hereby ensuring higher reach.

If you are in a business where you need to be in constant touch with your feet on street, bulk SMS services are ideal. Medical representatives, insurance agents and financial planners are able to make maximum use of this system to communicate to their employees for the benefit of scheduling client calls and visits.

Why Email is so Passe:-

Even though emails exhibit their own set of benefits and have easily been able to take over telephone calls and unnecessary faxing, this tool has been abused as a promotional tool for years. Because of this, internet users have lost faith in the credibility of email messages, which makes a

mass email project a waste of time and money.

SMS poses definite benefits over email and it is definitely worth giving a shot. Investing in this system will help organize your internal communications, marketing, promotions and vendor management in ways you cannot imagine.

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