



## Article Side

How is bulk sms helpful in marketing by [Leesa Rey](#)

Article published on August 18th 2012 | [Business](#)

In today's world we find mobile phones as an indispensable part of our lives. In order to pace up with the growing market competitions and to edge over the competitors, it is a smart marketing strategy to take advantage of the increasing demand and use of mobile phones in our day to day life. However, before getting hold of such SMS marketing it would be wise to follow a proper procedure ensuring that the steps taken are within the business budget.

The very concept of bulk sms has revolutionized the business practices and marketing tactics in the global economy. In India, such practice has gained immense popularity. It helps in reaching out to a large number of customers within no time. With ever increasing number of customers it becomes practically impossible to target each of them individually. Amidst such situations, bulk SMS software comes to the rescue and offers easy solution for such issues. The marketers can effectively and in the most cost efficient manner reach out to target customers. Such SMS marketing strategy works wonders for start up business ventures that are short of financial sources. A small and budding company cannot afford to make large expenses on promotional and advertising activities of the business, therefore bulk SMS marketing campaign proves to be an ideal solution for them.

Marketing through bulk SMS in India has helped in attaining real business value for small, medium and large business enterprises. It helps to build connection between the company and its customers. In fact, companies can initiate the mobile or SMS marketing campaign through their websites, wherein they mandatorily mention the privacy policy and other term and conditions. The privacy policy laid out on their website should have the provision for customers to easily opt out of the bulk SMS service whenever they feel the necessity to. Sending SMS through 5-6 digit short codes facilitates marketer in sending SMS easily. Thus in the wake of popularity of mobile phone, SMS marketing has done away the need of word of mouth publicity that was practiced at some point of time, long decades ago.

SMS marketing campaigns can enhance the face value of businesses and help in proper advertising or promotion of the company's products or services. Facilitating wider communication, bulk SMS software proves to be a boon for growing businesses. It acts as easy and extremely cheap marketing tool for boosting business in today's intensifying market scenario.

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Article Keywords:

bulk sms , bulk sms software , bulk sms india