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The invention of mobile phone has really proved to be a boon for the numerous people worldwide. With the passage of time an increase in the number of mobile users has been noticed. Due to advancement in the technology now there are several smart phones available in the market that offer various technical services including MMS, cameras, blue tooth, GPS, etc. With the help of mobile phone you can communicate orally as well as through text messages. Text messaging or precisely sms is the most popular service offered by any mobile. Using short message service proves to be affordable as compared to the regular voice calls.

Using sms is not only limited to the peer groups but various organizations whether big or small have started using bulk sms service for business promotion, interacting with customers, good client relationship, etc. Several businesses have opted mass sms in promoting their business activities. Using this form of business promotion especially proves beneficial for the newly launched or small scale businesses due to their low budget. Such form of business promotion has many advantages. Cost effectiveness is one of the biggest advantages of using mass sms service. However for the large scale businesses the bulk sms service acts as a communication channel between the customers and the employees. By sending bulk text messages the businesses can inform their users about their brand name, products, its manufactures, terms and conditions and many more. Nowadays banks, schools, colleges, etc have also started using bulk sms service. Also universities, open universities are also using the sms facilities so as to inform their students about the result, syllabus, the next date of the class, fees of admission, date of admission, etc. Thus mass sms is a sure shot and best way of conveying your services and new products to your targeted customers. However this modern technology not only benefits the corporations but also benefits the general people who wish to communicate with their nearest and dearest ones. By using sms in bulk service you can communicate free of cost.

Messages can be sent while sitting on your computer online. In order to send text messages from your computer all you need is a messaging software, sms gateway, mobile numbers database, etc. In order to avail the bulk sms service it is imperative to find reliable service provider. The service provider sends numerous messages to your targeted customers' in minimum possible time. While sending messages to your target mobile contacts it is advisable to emphasize on the content and design of the message as both these things leave a long lasting impression in the minds of the receivers of the message. One way message and two way message are the two types of messages that you can send depending upon your wish. In case you just want to send some information, then you can opt for one way messages as in this type users cannot reply back. However if you are looking forward for a response from your customers such as during the polls or surveys, then you can opt for the two way messages.

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