
Text Message Marketing Benefits for Local Businesses

If you own a local business, whether you provide goods and services, you can really benefit from text message marketing. This form of promotion is easy to use, cost effective and offers one of the best rates of return of any type of advertising. The fact is when people leave their homes they take or go with three things-their vehicle, purse or wallet and cell phone.

That means that text message marketing connects with customers wherever they may be. Whether the receiver of the message is at home or on the road, they will have instant access to your offer.

Benefits of Text Marketing

There are benefits to any type of advertising or marketing campaign. Text message marketing carries advantages that are unique. One is the rate of return, which ranges from 10% to 30%!

Other benefits include:

Marketing messages that are focused on customers or potential customers who have opted to participate in this service. These are people who have said that they want to hear about your specials, bonuses, contests and any other type of offer you may send them.

- If there is a coupon involved, people cannot lose it. It is not a printed coupon but a Mobile Coupon that is on the screen of their phone.
- The message may be sent at a specific time to specific groups or subgroups in your area according to their area codes.
- Text messages are short and to the point, which means they fit perfectly with busy people's lifestyles.
- Over 95% of your messages are opened.
- Instant and continuous recognition of your business.
- Minimize missed appointments or reservations.

Advantages Are Numerous

There are many financial advantages to local businesses when it comes to using text message marketing. You save money because there are no mailing costs, no printed coupons or mailers to pay for and no need to coordinate or labor over a mass mailing.

Also, there's no equipment to buy. By working with a text messaging marketing service, you can use bulk SMS capabilities and Mobile Keywords, which allow you to connect quickly and easily with your customers and clients.

In today's time, mobile text marketing in this fashion gives local businesses almost an unfair advantage over competitors. It's still in the early adopter stage and the opportunity is massive. Think of ways or promotions you can offer your customer base today using mobile. You'll be blown away by the response!

Source: Ezine Articles

About Profitera Corporation Sdn. Bhd.

Profitera Corporation is a leading technology provider of Revenue Collections, Debt Recovery and Agency Management Software Solutions. With offices in Malaysia, Singapore, the US and Partners in Asia, Middle East and Europe, Profitera provides solutions to help its Customers focus on their Clients and optimize Profits throughout their Revenue and Profitability Lifecycle. As experts in Revenue Collections, Debt Recovery and Agency Management, Profitera continuously brings real-time scalable technology to the doorstep of its Customers to help reduce Bad Debt and improve Profitability.

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