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METHODS OF IMPROVING EFFICIENCY OF SMS-MARKETING OR THE MORE YOU SEND THE MORE YOU SELL

According to the Nielsen Company, within eighteen hours a day, an average person doesn't part with a cell phone. Therefore marketers have to use that beneficial situation – just to take the advantage of SMS marketing service. SMS-advertising, as a method of promoting products and services, doesn't require huge expenses, isn't annoying, allows you to inform existent clients and attract new customers. And it's greatly easy to use that service!

In today's time, bulk SMS gateway can push up to 25000 messages in a minute and if companies are still not aware of such facilities, then they do actually give a chance to their competitors to score over them. Businesses should seek assistance of the SMS service in order to inform their audience, attract new customers and improve business performances.

There are several SMS marketing tips that may help make your campaign successful:

1. Give only one offer at a time. Humans' minds like less confusing simple things and prefer those that require little thinking. When you make things difficult and offer several choices, the natural thing to do is to take no action. That means if you are having a sale for many items in your store, just send out one SMS for one of them. You may introduce consumers to other items on sale once they arrive in the store.

2. Seduce your SMS respondents. That means you need to give stimulating and exciting information. Give a reward for replying the SMS: for instance, a prize to the first 100 customers who arrive, 30% discount for anyone who comes to your restaurant with a husband or a wife and shows the proper SMS. You can always test various methods and find out what works best for your business. The universal principle is to answer the question that's always in people's minds: what do I gain for my trouble? Also that makes messages viral.

3. Be timely. Don't send messages late at night or very early in the morning. It's annoying. On the hand, sending belated Christmas or anniversary sales messages

is ridiculous.

4. *Make your SMS campaign time sensitive.* We always want to postpone things and pretty soon forget everything. Try to make your message urgent and avoid the situation when customers forget it – have a deadline or limited items. For example, tell you've only got 1000 pieces left and it will be like 'first come, first served'. This way requires quick actions.

5. *Don't send doubtful messages.* It's better to send a long one telling a complete story than short one saying nothing. Answer the question: What? When? How? Why? Because that is what will be in your readers' minds. Even don't ask them to see press and posters for details – that kills response rates. The better thing is to send a SMS which contains information like this: 'In today's newspaper there is information on page 13 about holiday sale'.

The simplest way to find SMS marketing businesses is to surf the Internet: there are plenty of them. The result of my research allows me to present the list of the most experienced and effective Ukrainian companies in this area. They are:

- ✓ www.speedsms.com.ua;
- ✓ www.sms-active.org.ua;
- ✓ www.mysmska.com.ua;
- ✓ www.turbosms.ua;
- ✓ www.prof-sms.com.ua;
- ✓ www.cormob.com.ua.

It's not difficult to create SMS sending. Let's take as an example such a procedure at the speedsms.com.ua site. There is lots of useful information for clients on the homepage (rules, contract and recommendation to the use of service). Then you need to register: just fill in the application form. Logging in, click on the name you've mentioned when the registration was taking place – now it's like your own 'work room' where a client may adjust any point of a procedure or set suitable settings. Then you need to create a list of potential recipients – it's possible to attach a text file or write it by yourself. If you want, there's an opportunity to develop a new so called 'alpha-name' – the name of you as an organization or entrepreneur which will be shown as a headline of a sender. Also it's possible to collect some statistics of your sending. A sent message costs 16 kopecks – that's rather expensive for today's level and conditions of SMS marketing service, have to say. You may make payments for that service using cash payment at a bank, payment services

Privat24 or WebMoney. If you have any question, you are welcome to call a client support service (phone numbers are mentioned).

Royal Grand Media, an innovative advertising agency in Kyiv, says according to their surveys the effectiveness of SMS marketing service is more than 20 per cent. Also this fruitful marketing tool gives you saving time, reducing costs on advertising campaign and an opportunity to keep in touch with your customers. It's easy to create bulk sending messages – just use recommendations described above. Be sure you're not going to have any difficulties because the most productive and successful things are quiet easy.