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SMS MARKETING

SMS marketing is a rapidly growing marketing technique that is used by a variety of businesses and is widely available to a broad range of consumers.

It's being used by more and more businesses and marketing professionals all over the world every day. Some major brands are currently already investing up to 20% of their marketing budgets in mobile and SMS campaigns.

One of the main reasons that this type of marketing has such great potential is the consumer that is carrying the phone. When you look at the typical cell phone user, they are generally younger and prefer to communicate through text message. 94% of all text messages will be read by the recipient and a full 80% of all cell phone users keep their phones with them at all times. This means that a marketer has the ability to communicate directly with the consumer. Companies have already begun to see the potential in this type of marketing and created strategies in their marketing plan to take advantage of this huge collection of future customers. There is no limit to the method that a company can use this technology to reach their customers.

Clientxt is a pioneer and a leader in the industry and provides a wonderful, easy-to-use platform, the lowest pricing available, and a dedicated support staff to hold your hand through the process.

There are a number of benefits to come along with the implementation of SMS marketing into the business strategy of a company aiming at further development and better achievements. These benefits can be listed as:

- increased sales;
- innovative marketing at a low cost;
- building up potential customers in a database;
- possibility of full interactive marketing campaign or competition from your PC;
- easy to use and set up SMS marketing;
- using SMS for data, as opposed to making a call.

SMS marketing is a worthwhile investment for companies that are looking

for a new way to reach their customers and potential customers.