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# **Can Mobile Marketing Be Acheived Using SaaS?**

For too long the term software has been carrying negative connotations: Lengthy installations, multiple CD's, serials numbers that never seem to work, compatibility issues. That's not even mentioning the countless hours and dollars going down the drain whilst these issues are occurring.

Companies especially are choosing to conserve precious time and money, refusing to upgrade and making the best of outdated and archaic applications. Hardly an ideal solution. But what can be done to get the best without the hassle?

There is. And the solution is software as a service, otherwise known as SaaS. This method distinguishes itself from the increasingly archaic traditional software process, by having the application completely online. All of the content is hosted by the service provider, generally requiring users to only have access to an internet connection in order to access the application. That means no more pesky installations, no CD's, no compatibility issues and plenty of saved time and money. Users simply register an account, login and go.

One text marketing company that has utilised SaaS from day one is TXT2GET. The solution they provide has proven to be a success for many companies both in Australia and in other countries. Emma McIver, the marketing executive for TelstraClear New Zealand was pleasantly surprised by SaaS: "TXT2GET is very easy to set up and use - it almost feels like it's too easy and I'm missing something." Emma, like all of TXT2GET's numerous clients, was able to create and launch an entire campaign without having to install a single file. Customers are then able to monitor and update their campaigns from wherever they may be, highlighting an added advantage for SaaS consumers, compatibility.

In the fast moving business world of today, it's rare for marketers to be tied to a desk, instead utilizing a wide array of mobile devices in addition to traditional desktop hardware. But tailoring software to work on an endless number of devices is an expensive and time consuming process for developers and end-users alike. With SaaS though, all that's required is a web browser, a basic piece of software which exists in one form or another for virtually every modern mobile device. SaaS allows seamless integration across all of these devices. Said Black+White CEO Johnathan Eele: "I was in Australia for two weeks and could just log into TXT2GET to check that the ads were running and monitor how many leads we have.

Looking to find the best deal on [mobile marketing](#), then visit [www.txt2get.com.au](http://www.txt2get.com.au) to find the best advice on for you.

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