

Published based on [Why Is Texting More Popular Than Calling?](#)

Why Is Texting More Popular Than Calling?

When a media research firm's mobile department carried out a study investigating the number of text messages sent and received over the past two years, they found that the number of text messages sent and received had risen 450 percent. Despite this growth, the number of calls has remained steady. Why is this?

In the busy world of today, time is a precious resource, held at a premium throughout all classes of society. Extended conversations are often impractical, not to mention costly. Text messages offer a fast alternative: 160 characters of fast and effective communication. Not only is it quick though, but text messages can be checked and responded to when convenient to both parties, as opposed to phone calls which are mutually inclusive.

Social protocol is important in the decision of many to text. Calling is often impractical and considered inappropriate whereas texting is simple, quiet and quick. No matter the situation for either party, text messages are almost always practical as they can be tended to when the appropriate moment arises, be it as soon as the text is sent or whilst on a break.

Privacy is as important as ever in our contemporary society. Calling, particularly in public places, is always susceptible to overhearing and interference. Texting, no matter the situation, is nearly always able to be done quietly, privately and quickly. This makes texting an attractive option for those who prefer discretion when communicating, which can include everyone from teens to businessmen.

With texting possessing multiple advantages over traditional methods of communication, how can companies make best use of this changing dynamic in communication in order to further promote their services? The answer is mobile marketing. SMS marketing is a form of advertising based on mobile phones. It provides advertisers the ability to take campaigns to a level not previously seen, enabling direct, immediate and individual interaction between consumers and marketers. It's marketing with unique advantages over traditional advertising, at a fraction of the cost.

Visit www.text2get.com.au to take a look at [text marketing](#) made easy and how this booming form of communication can work for you.

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