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SMS Marketing With Cell Phone Advertising To Grow Your Business Database

It used to be that when you saw someone using their cell phone they were conversing. Nowadays, more and more people are busy typing their messages to their friends and family.

It is not that troublesome to understand how powerful a text message from a computer actually is. There are those who text many times per day without realizing how businesses are starting to use this technology.

It is sufficiently clear that sending a text alert is no longer just for pleasure. Millions of people using cell phones also use it to stay in touch with local store owners and retail stores they like to shop with.

If a local business wants to build their customer list and stay ahead of their competitors, they need to seriously start using mobile ads sent by a powerful SMS software.

There are many good SMS software companies that will help you to send a text message from a computer to all your customers that subscribe to your rewards club.

Let us take a closer look at 5 different ways of driving more profits to your online or offline business in a very quick manner:

1. Contests - This can be an enjoyable way to build your clientele roster throughout the year by allowing your customers to have fun answering questions for a special prize or discount at your store. They may even send their text to their friends and family and you will now receive referrals.
2. Polls - This is a good way of getting necessary feedback on new merchandise or foods you have at your location. They can vote for their favorite or just give you important feedback. Invite them to share this with their friends on Facebook or Twitter and you may end up getting referrals.
3. News/Updates - People are busier than ever. That is why most mobile users are always doing something on their mobile device. Keep them posted on news from your industry or articles on your website. People want to keep current in whatever industry that interests them.
4. Memberships Sites - Your customer will like the fact that you stay in touch if in turn you give them strong reasons to be part of your store membership.
5. SMS Mobile Coupons - If you want people to come back and buy from you in the future, give them a reason to come back with a mobile coupon. Tell them to come in and show you their text mobile coupon and give them an additional discount and then another coupon for their next visit.

There are 3 important things to keep in mind to keep your customer happy:

- Don't be a nuisance or you will lose clients. Text during business hours only. Also, keep alerts short and simple. Limit your messages to once or twice a week at the most.
- Expensive doesn't mean the best anymore. Find a shared SMS software system that will build your database and automatically promote your company with mobile APPS and a mobile website. This will make your promotional tasks easy and enjoyable.
- A good way to be right to the point is to tell them who you are up front in your text. Then proceed to share with them what your offer is or new item you are bringing to their attention. The incentive is vital. But the practice of quickly getting to the point is even more important.

You can log in and send a text alert to your buyers in a matter of minutes. So, there is no good excuse not to be utilizing SMS advertising with an awesome SMS software.

Business owners and [church organizations](#) who are wanting to stay in touch with their clients and members will want to take advantage of what many professionals are calling the best marketing software available.

I don't know of any other advertising or information alert venue for staying in touch with your customer, church member or student where they actually read your important text message within minutes of receiving it.

Paper coupons are becoming less profitable when only one-half of one percent of the nation uses them. To the contrary, mobile coupons being sent via mobile SMS marketing have redemption rates as high as 9 to 24 percent. Now that is profitable.

I think a lot of this has to do with the simple fact that this mobile coupon is carried with them at all times. All they have to do is check their saved text messages and there it is ready to be used.

In conclusion, with SMS software, you indeed have the best of both worlds. You save everyone on your list time and money, while making your location more profitable. Now that's a real win-win situation.

The immediacy of SMS software and SMS marketing is currently unparalleled by any other advertising channel. [Church Marketing](#) The rise of text SMS messaging can be attributed to its low cost and ease of use. How do you incorporate this mobile SMS marketing into what you are doing with your business advertising?

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