



### **So You Think Mobile Marketing Is Just A Fad?**

SMS marketing has quickly become one of the most cost effective and direct methods to reach large groups of people. However, many are still sceptical about this marketing method and are concerned this trend will quickly fade away. Remember when Facebook and Twitter were just fads? Now they are two of the most used marketing tools available to marketers. SMS marketing is on pace to eclipse both of those mediums. Do you want to miss out on another opportunity to take advantage of a new cutting edge marketing tool that will help establish you as a leader in your industry?

#### **The Numbers Don't Lie**

SMS is the worldwide standard for communicating textually between cellular phones. With over three billion people around the world being mobile subscribers, there is unlimited potential for mobile marketing. Recent numbers on cell phone usage report that there are more than two billion text messages sent per month. That is more than 75 million text messages each day!

#### **It is an Opportunity that Cannot Be Passed Up**

The mobile phone has created yet another medium for marketers to reach their audience. However, what separates mobile marketing from other mediums is that it provides marketers with a unique opportunity to engage almost anyone from anywhere at any time.

The capabilities of mobile phones increase as does the ability to effectively market and reach targeted groups of people. In this sense, it is a marketer's dream. SMS marketing eliminates a company's need to determine the most appropriate places to distribute their marketing message. This is embedded in the SMS mobile marketing process.

Beyond this, the mobile phone is quickly establishing itself as the third screen, and cementing itself as part of the big three along with television and the internet. With its uncanny amount of growth over the past decade, the mobile phone is on pace to surpass the usage of the internet and television. Why? Mobile phones have the capabilities to encompass all three mediums into one small and efficient device that can be carried anywhere.

#### **SMS Marketing Works in Every Industry**

One of the most appealing things about mobile marketing is that it will work for any business in any industry. Whether you are in the entertainment industry with thousands of people to reach or have a small business with a targeted group of clients, text messaging is a great way to build your relationship with your target audience.



It is a great tool for events and conferences as you can quickly build notoriety by cross promoting on multiple mediums. Include your SMS campaign details in your social media campaigns, radio ads, and print marketing materials.

### **SMS Marketing is Easy**

SMS marketing is actually an easy process to implement into your current marketing campaign. The process can be broken down into three quick and easy steps. After creating an account with a mobile marketing firm, simple enter the information about the keyword you want to use, the audience you want to reach, and the message you want to send. It's that easy! It only takes a few minutes to reach a targeted group of thousands of people.

SMS mobile marketing is a no brainer. You can send immediate, customized and far reaching marketing messages in seconds. It is one of the most cost effective forms of viral communication available today. SMS mobile marketing is here to stay!