

8 Reasons to use SMS Marketing

1. **Text Messaging Is Affordable**

SMS Marketing is very affordable. We're talking about pennies per message. A small business can get started for as little as 10 to 20 dollars a month.

2. **High ROI**

We just said SMS marketing is affordable. But can you really get much out of 10 to 20 dollars a month? Absolutely. Let's look at a quick example. Say you're the owner of a local restaurant and you've collected a list of opt-in phone numbers of your patrons (more about opt-ins below). Now you want to send a message to 100 of your customers offering a free appetizer with any entrée. You've spent 12 dollars to accomplish all of this. Text message open rates are over 95% but let's assume only 12 of those customers actually make bookings. You've just drawn in 12 new reservations for 12 dollars.

3. **Text Messages Arrive...Instantly**

Forget email spam filters, postage and drawing visitors into your website. When you send a text message campaign to your marketing list it arrives in seconds.

4. **Insanely High Open Rates**

We just said text messages are opened more than 95% of the time. Compare that to email that is opened, at best, 25% of the time.

5. **Permission Is Key**

That phrase we mentioned earlier – opt-in – is what makes SMS marketing so effective. Consumers have to opt-in to join your text messaging list – they are telling you they want to hear from you. They do this by texting your keyword to a short / long code or by signing up via a web form. And if they ever want to stop receiving messages all they have to do is reply STOP and they're automatically removed from your list.

6. **It's To The Point**

A text message is short. That means you need to say exactly what you need to say. Whatever you're offering you get to the offer quickly. There's a reason why over 95% of text messages are read and this is it.

7. **Everyone Has A Mobile Phone And We Love To Text**

Nearly every Australian has a mobile phone. We sent over 30 *billion* text messages in 2014. If you aren't sending text messages to your customers you better believe that your competitors are.

8. **Text Messaging Is Green**

Forget direct mail which gets tossed in the garbage. A text message is digital which means it's green. Your SMS Marketing campaigns will drive sales and save the environment too!