Improving Business Outreach and Communications with SMS Services

Features of Bulk SMS Marketing App

- A bulk SMS application is a one-touch solution to send texts to thousands of consumers simultaneously.
- SMS is a quick and cost-effective marketing tool with measurable results. It enables businesses to share information on their products/services and special offers directly with customers.

Benefits of Sending Texts to Customers

1. Messages delivered and read instantly
2. Less likely to be filtered out as spam
3. High lead generation and conversion rate
4. Easy-to-customise list of recipients
5. Builds customised SMS campaigns
6. Controls marketing costs with flexible pricing
7. Secures information between sender and each receiver
8. Works across multiple cellular services

The software:

- Transactional:
  - OTPs, updates, alerts, feedback solicitation
- Promotional:
  - Offers, discounts, new launches, company information

Types of Bulk SMS Solutions

- Transactional: 100% delivery
- Promotional: 99% delivery

Marketing with Tata Tele Business Services’ SMS Application:

- Get permission before enrolling customers in a campaign.
- Choose contextually relevant keywords.
- Send messages at downtimes – lunch hour/early evening/weekends.
- Limit the frequency to once a week.
- Measure the success rate.
- Offer opt-out instructions – such as “Text STOP to opt out.”
- Respond to customers’ texts in real-time.
- Avoid marketing jargon.
- Personalise your messages.

*As per TRAI guidelines, businesses must be registered as Telemarketers to use promotional SMS.

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