



Business mobile marketing

The most effective way to communicate
with your customers

FastSMS 

A man with glasses is looking at his smartphone. The background is a brick wall and a door. The image is overlaid with a dark blue tint.

What is business mobile marketing/SMS marketing?

Put simply, mobile marketing is the method of communicating with customers through their mobile phone, usually through a text message.

Why are businesses using mobile marketing?

The mobile phone has now become an integral part of modern day life. We rely on our mobile phone to get us through the day, either helping us out with important tasks or just to entertain us. You can now watch films, listen to music as well as login to your bank account and pay bills. The list of what your smartphone is capable of doing is now endless with new things being added everyday.

As our dependance on our mobile phone grows, so does the success of mobile marketing.

On average people check their **mobile phones 150 times per day** and spend 177 minutes using them

(Source: Device Atlas)

Mobile marketing is extremely effective. Where other communication channels struggle with open rates and response rates, SMS soars with huge success. Emails may get pushed into spam folders and never be seen, print, TV, radio can all be a slow return and very costly and missed by your customers - SMS is instant and will not be missed.

98% of text messages are read, with 95% of all text messages read within 3 minutes.

Leading to a massive **45% in response rates.**

(Source: Gartner and Forbes)



The beauty with mobile marketing is that any and every business sector can and is using it to great effect. Whether that be a dentist, a retailer or a bank, mobile marketing is the perfect solution for any business to communicate with their customers on.

**But how are
they using it?**

A woman with long, wavy brown hair, wearing a black blazer over a red top, is looking down at her smartphone. She is standing in a modern office environment with large windows in the background. The image has a blue tint.

SMS marketing is for every business

Every business is different and every customer is different, and businesses are coming up with amazing new ways to use SMS marketing to enhance their business all the time.

Here are some of the most popular mobile marketing campaigns.

Promotional campaigns

When you have an offer, sale or discount on, you want everyone to know about it - well SMS marketing will certainly make sure everyone does!

You can let them know exactly what the offer is, how much it is and how they can claim it – tip always include a direct link to your website to make it easy for your customers.

Make sure your website is mobile friendly and your website can take the sudden increase in traffic, you might want to split up the sends to ease the load on your website.

Any business that has special offers, sales or discounts should have mobile marketing as an integral part of their marketing strategy.

75% of people would like to have offers sent to them via SMS

(Source: Digital Marketing Magazine)

Appointment reminders

SMS appointment reminders is revolutionising businesses that rely on customers turning up for specific appointments. Dentists, hair dressers, solicitors, banks are all starting to use SMS appointment reminders to remind customers of their appointments and seeing huge effects.

If your business is losing money through customers not turning up for their appointments, then SMS is definitely the answer. It's quick, easy and a very affordable solution.

Patients missing their appointments cost the **NHS £1 Billion a year**

Delivery Notifications

Much like appointment reminders, delivery updates and notifications are being vastly improved by SMS. No other channel can offer the instant, accessible, viable, cost and time effectiveness that a text message can.

Customer service is imperative for any business, and keeping your customers in the loop and offering delivery variations is a great way to keep your customers happy.

“Hi John just a reminder that your appointment is tomorrow, Friday 23rd July at 10.15am – look forward to seeing you. If you need to cancel your appointment please call 01234 567 890”

Confirmations and updates

Sending out updates to orders or confirmations via text to instantly keep your customers up-to-date, is a great way to keep your customer service and customer experience levels high.

58% are willing to spend more on companies that provide excellent customer service.

American Express

52% of consumers have made more purchases from a company after having a good customer service experience.

Zendesk

“Hi Sarah we are excited and happy to tell you that your house insurance has successful been renewed for another year. For anymore information please give us a call on 01234 567 890 or visit us at www.link.com”

Promoting events, services or new products

SMS has a reach like no other medium, meaning that generating a buzz about your event or product launches is easy. Include a link straight to the product, service or event for them to book, buy or learn more.

“Exciting news! We have just launched our brand new menu! Authentic delicious Italian cuisine right on your doorstep – book your table now 01234 567 890 or click here www.link.com”

See how mobile marketing can help your business

So if you would like to see how mobile marketing can enhance your business, then please do get in touch today - we are sure you won't regret it!

www.fastsms.co.uk

helpdesk@fastsms.co.uk

0800 954 5305

FastSMS 