

# SMS marketing



What is SMS marketing?

# Who can benefit?

- Retailers
- Restaurants
- Politicians
- Salons
- Night Clubs
- Wine bars
- Bakeries
- Conference
- Youth groups
- Non-profit
- Food trucks
- Specialty stores
- Retail Stores
- Coffee Shops

## **E-COMMERCE**

- Online sales
- Payment notification
- Fraud alerts

## **TELECOMMUNICATIONS**

- Past due payments
- Payment reminder
- Promotions

## **Government**

- Political campaigns
- Cultural events
- Utility payments
- Surveys
- Alerts
- Tax discounts

## **CAR INDUSTRY**

- Expiration policy
- Car insurance
- Car service
- Service quotes
- Car delivery
- Promotions
- Special events

## **TURISM**

- Promotions
- Reservations
- Discounts
- Alerts

## **FINANCIAL**

- Accounts payable
- Transactions
- Bank alerts
- Charges
- ATM withdrawals
- OTP'S

## **TEXTIL**

- Specials
- Delivery notifications
- Cancel order
- New catalog

## **EDUCATION**

- Events
- Annual tuition
- Discounts
- General Alerts

# How can you use SMS marketing?



- Time dependant discounts
- Special offers
- Occasions
- Celebrations
- Exclusivity (VIP Customers)
- Embed web links
- Reminders

# Some Facts about SMS vs Email marketing

## Why SMS Marketing?

“Texting has by far the best engagement rate of any marketing medium.

– Neil Patel, marketing guru and co-founder of Crazy Egg, Hello Bar and KISSmetrics.

According to research, SMS open rates are as high as 98%, while the rate for emails is only 20%. So, if you were wondering! is SMS getting bigger open rates than emails, then the answer is yes, and with a big difference. For SMS, if you decide to put a link in your text, you will observe a click-through rate of about 36% and email marketing is about 7% only.

As for the response rate, it takes people less time to respond to a text, than to an email. Even marketing professionals prefer getting an offer on texts than emails. Most people would rather have a text when they're in the range or once a month, but they would forget about the email.

Unparalleled Open Rate

**98%**

VS. 22% EMAIL

Highest Click Through Rate

**19%**

VS. 4% EMAIL

Fastest Response Time


**90S.**

VS EMAIL AT 90 MINS

Extreme Read Rate

**90%**

OF TEXT READ WITHIN 3 MINUTES

	<b>E-MAIL @</b>	<b>SMS</b> 
Needs Internet	YES	NO
Access to content	20% to 40%	98%
Go to SPAM	30%	0.30%
Fast response	40%	85%
Impact	Low	High
Personal	Some times	Always
Age ranges	Young & Adults	Young, Adults & Retired

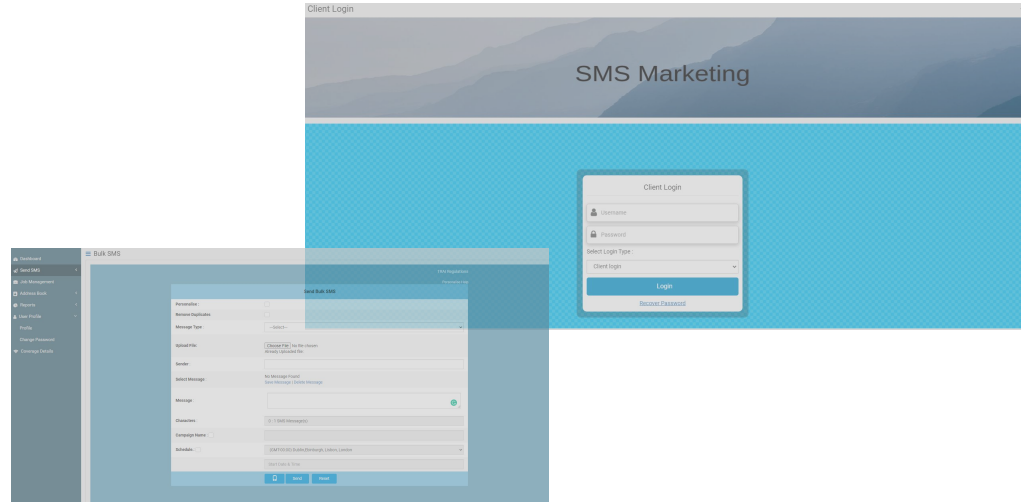
Are you ready to start reaching your customers and converting more sales?

# Platform

By using our cloud based platform you will be able to send SMS campaigns at a low cost and simple, with no additional investment on technology helping save money in advertising.

Some of the features are:

- Multilingual Support
- Real-time Delivery
- Supports HTTP / SMPP
- Cloud-based Solution



# Bulk SMS

Directly send Bulk SMS from our user-friendly and secure web interface to reach your recipients worldwide and in just few moments. Whether you plan to send single or bulk text messages to your customers, partners and associates, GVCLEADS helps you to achieve your goals fast and easily. No IT-knowledge is required. We guarantee a great user experience!

## Benefits

- Fair prices, no registration fee, no minimum term
- Reach your target group immediately and directly, no matter where and when - worldwide
- Prompt and reliable delivery is guaranteed by excellent connections to global network providers
- High flexibility due to time-delayed delivery of messages
- Personalized messages with your personal sender ID

# Samples

## E-commerce SMS sales

Spring flash sale! Enter code "spring2020" at the checkout for 20% off your order. More details available at [bit.ly/spring-sale](https://bit.ly/spring-sale).

## Promotional texts

Exciting news! Our new spring line has just launched. Check it out here: [bit.ly/spring-merchandise](https://bit.ly/spring-merchandise). Shop before [date] and enjoy a 10% discount off all items.

## Delivery statuses

Thank you for choosing [store]. Your items will be delivered in 5-7 business days. Order number: [order]. Track your shipment at <https://bit.ly/order-status>.

## Feedback requests

Hello [name]! Thank you for shopping from [store]. How satisfied are you with your purchase? Please reply to this message with a number from 1 (bad) to 10 (excellent).



# Contact us

Do you need more information?

Global Voice Connect

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