



BULK SMS MARKETING:

Unlocking Direct Customer Engagement

Presented by SMS Deals

www.smsdeals.co.in



Today 10:30 AM

Hi there!
Enjoy 20% off on
your next purchase.
Limited time only.
Shop now!

WHAT IS **BULK SMS** MARKETING?

Bulk SMS marketing is the practice of sending large volumes of text messages to a targeted audience for marketing and communication.

Share promotions and special offers

Send alerts, reminders, and important updates

Strengthen customer engagement and loyalty

Drive timely action with a direct, personal channel

**A powerful, immediate channel in
modern digital marketing strategies.**



WHY SMS MARKETING WORKS

98%

open rate for SMS messages

20%

open rate for email

Faster.

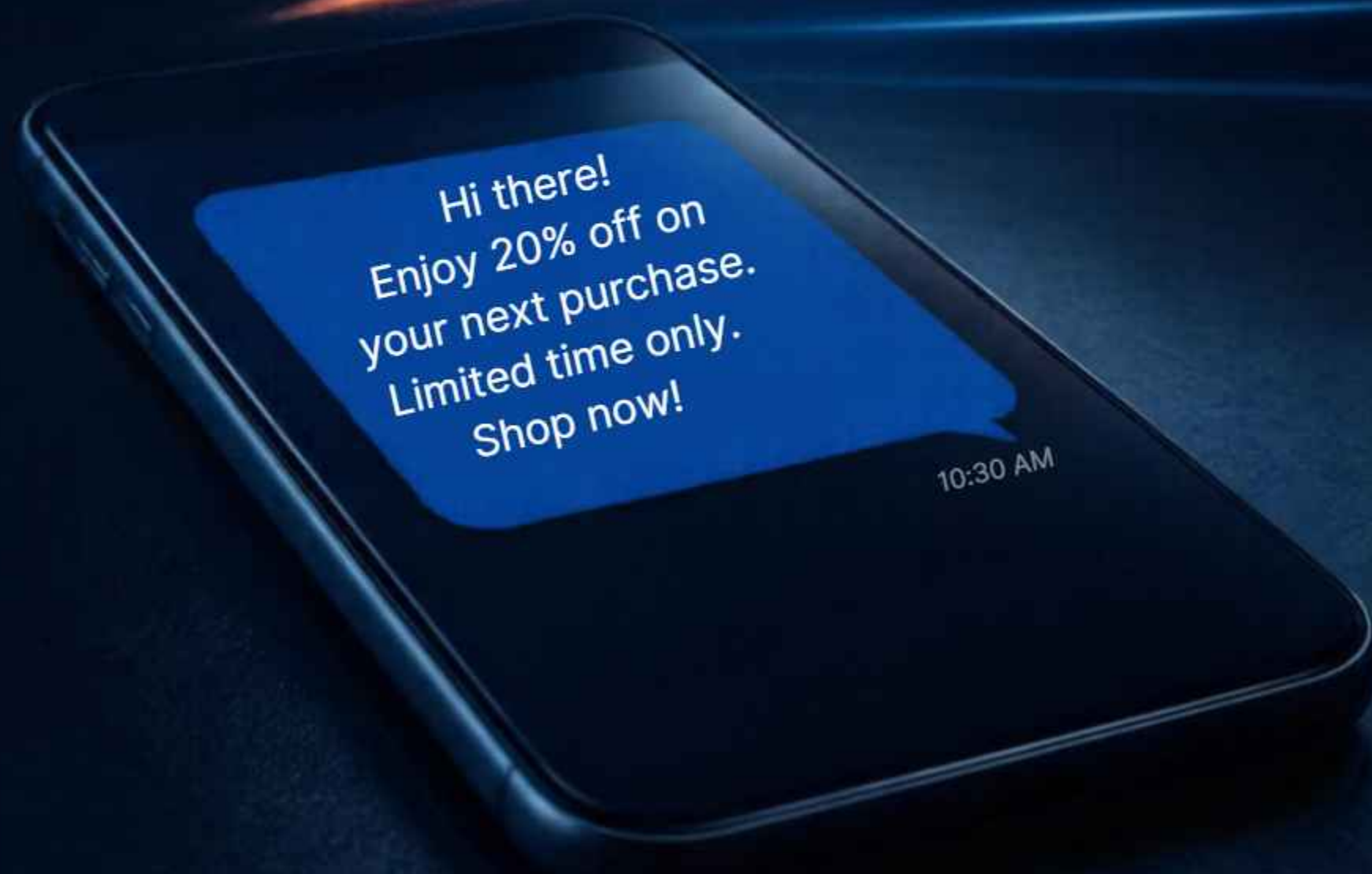
Delivered in seconds.

Broader.

Reaches more people.

Stronger.

Drives more action.



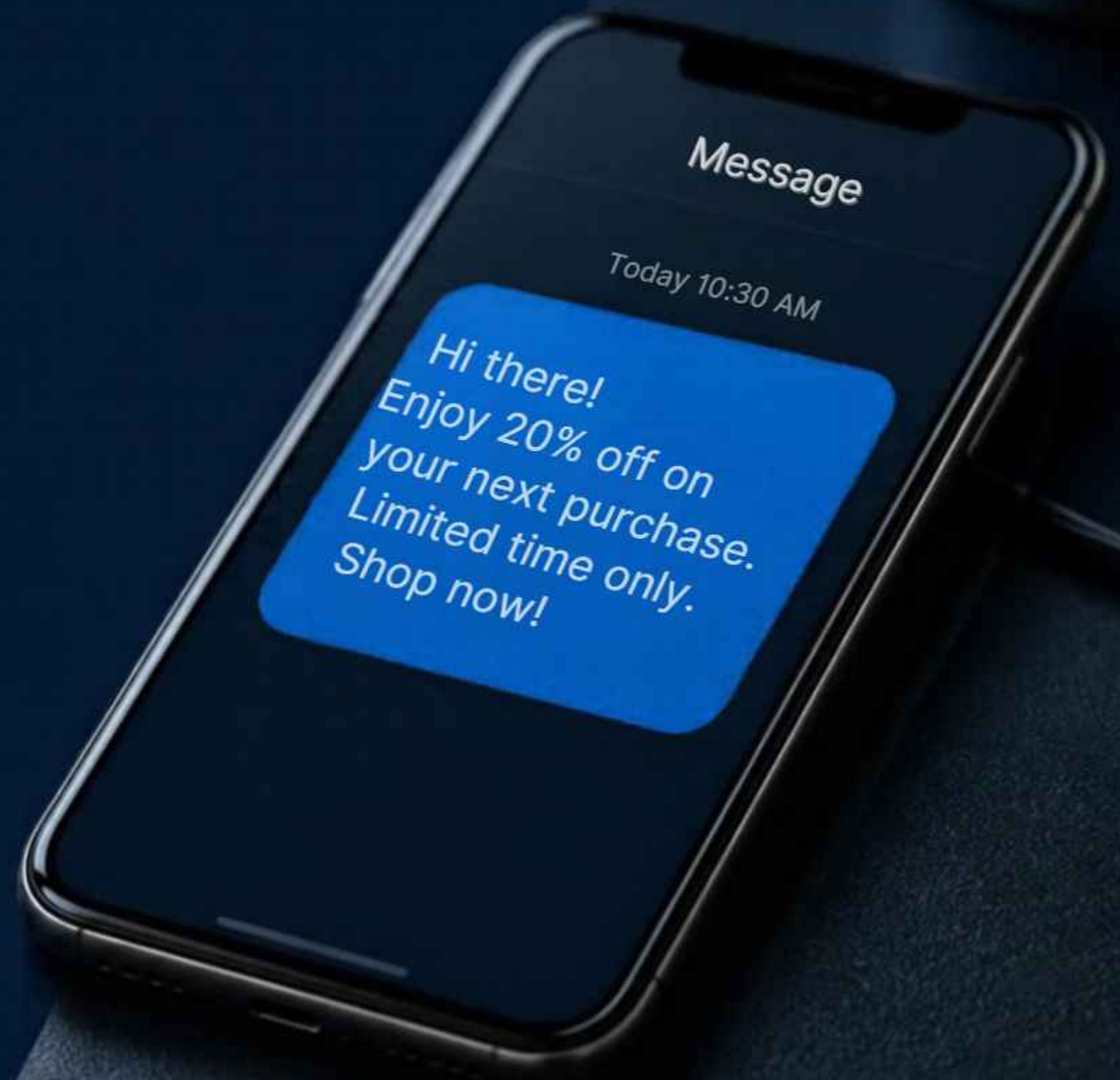
BENEFITS OF **BULK SMS** MARKETING

| **Instant** delivery and high open rates

| **Direct** and personal communication channel

| **Cost-effective** compared to other marketing channels

| **Easy** integration with other marketing platforms



BEST PRACTICES FOR SUCCESS

Craft clear, concise messages
with a strong call-to-action

Personalize content and
segment your audience

Follow regulations with
opt-in and opt-out policies

Optimize timing and frequency
to prevent message fatigue



NEXT STEPS & GETTING STARTED

Evaluate your target audience and campaign goals

Choose the right bulk SMS platform

Develop a pilot campaign and measure results

Scale and optimize based on performance data

Let's build impactful conversations.
We're here to answer your questions.

