



 **BLOG**

SMS MARKETING - OLD BUT GOLD



SMS MARKETING – OLD BUT GOLD

Direct. Immediate. Concise.

Utilize the full potential of SMS with HORISEN Business Messenger

Over the past few decades, marketing has evolved from the simple act of notifying prospective customers about a particular product or service to a much more sophisticated and complex act of interaction with potential customers via various channels.

SMS marketing is an important strategy in today's marketing industry as the vast majority of people all over the world own a mobile phone of some kind. According to [Statista](#) estimations, almost 92% of the population owns a mobile phone in 2022. Having in mind that Short Message Service is available to any user of a mobile network, it is not surprising that marketers recognize and utilize the full potential of SMS marketing to send campaigns, promotions, news, and updates to customers who opted in.

In today's fast-paced world, companies struggle to target customers on the move, so SMS as a channel is becoming more and more prevalent in the marketing world. SMS marketing is direct and immediate, with a limitation of 160 characters per message, forcing marketers to be concise and clear. Additionally, it is a great tool for getting customer feedback, thus helping companies stay connected to their target audience.

With an extremely high open rate of 98%, SMS is the perfect tool for creating unique, seamless experience for customers, increasing their engagement and ultimately boosting their satisfaction to the next level. SMS marketing aims at building a genuine relationship with customers by using the right channels and right tools in order to increase brand awareness and sales by promoting products and services.

Established in 2001, [HORISEN](#) has embraced the highest potential of the message and developed cutting-edge Telecom and Marketing messaging solutions ever since. With more than two decades of extensive

experience in marketing and marketing technology development, [HORISEN](#) offers powerful solutions for professional marketers.

[HORISEN Business Messenger](#) is a feature-rich, easy-to-use, omnichannel platform for orchestrating SMS campaigns seamlessly, ideal for businesses of all types and sizes. It is designed to provide communication between businesses and their target audience via SMS and other channels with one-way broadcasting or two-way chats. Its "Easy Dialog" option enables businesses to keep absolute control over the experience delivered to their target groups providing them with the right information, at the right time and on the right channel. Specifically, this cutting-edge chat application empowers brands to maintain one-to-one chats with their target audience through their preferred touch points. Moreover, it is possible to connect any chatbot to HORISEN Bot API and take over the chat flow with a user, bringing a high level of automation to business operations. Additionally, with its powerful segmentation wizard, marketers can categorize contacts easier while creating targeted lists of customers.

Besides SMS, [HORISEN Business Messenger](#) enables campaign management and one-to-one communication across various messaging channels such as Web Push, WhatsApp, Telegram, Viber, FB Messenger, Instagram, Google Business Chat, RCS, etc., thus enhancing customer satisfaction and engagement.

SMS marketing has grown into a huge business around the world so there are numerous different platforms for business messaging available on the market. If you are ready to make the leap into SMS marketing, choose a powerful, easy-to-use omnichannel feature-rich platform for the best results. Choose [HORISEN Business Messenger](#)!

Find out more about this powerful platform for SMS marketing at www.business-messenger.pro