



# Using Mobile Marketing to Improve Your Communications

By Ryan Goodrich

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The problem most often encountered with marketing today is maintaining a dialogue with prospective and current clients. To [increase business](#) and build a rapport with people, you need to engage them on a frequent basis. With the plethora of [social media](#) outlets, it is difficult to establish consistent communication with individuals. When you factor in how much people are on the move nowadays, social media may not be the best strategy for grabbing attention. What you need is to get in touch with people right now, wherever they are. That's where [text message marketing services](#) can help.

Text message [marketing](#) enables you to create a two-way dialogue with your contacts from the comfort of their cell phones. Before you log this off as spam marketing, realize that mobile marketing garners a large response rate that can generally make up more than three-quarters of your audience on average. Compare this to traditional direct-mail marketing and its nearly fractional response rates. Mobile marketing is, by far, the more useful tool for communicating with your target audience. Below are some features that help in that effort.

### Auto-Responders

If you have a captive audience of several thousand people, it can be quite unrealistic to maintain communication with each of them on an individual basis. To help ease the burden of your dialogue, text [marketing services](#) enable you to set up auto-responders, or text messages that are automatically sent to a contact. These messages can be set up to deliver only when certain criteria are met, such as new opt-ins, keyword subscriptions and survey participation. Your auto response might be as simple as Thank You, or you can use it to alert contacts of other opportunities to participate.

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### Voting, Surveys & Polls

Polls are an excellent way to encourage participation with your audience. It can help you enhance the approach of your mobile marketing campaigns by helping you determine what information your contacts really want. You can get feedback on the next food to add to your menu, what deals people want to receive text messages about, and more. Surveys are an important tool in two-way communication that provide tangible results for improving your marketing and service offerings.

**TopTen Product List**

	1	<a href="#">SUMOTEXT</a>
	2	<a href="#">EzTexting</a>
	3	<a href="#">Trumpia</a>
	4	<a href="#">ProTexting</a>
	5	<a href="#">Mobivity</a>

**Most Popular Products**

	<a href="#">Best AntiVirus Software</a>	2,439,030 views
	<a href="#">Video Editing Software</a>	2,344,618 views
	<a href="#">DVD Copy Software</a>	2,342,296 views
	<a href="#">Registry Repair Software</a>	2,136,072 views
	<a href="#">Internet Filter Software</a>	1,590,362 views

**Coupons**

What better way to drive business than to give people deals via text messages that they wouldn't normally get online? Sending people coupons directly will help drive additional business to your door. When people opt-in to receive text message alerts, you can use this as an opportunity to send them information with deals that do or don't have expiration dates. Contacts are always looking for good opportunities to pay less, and this will help get them to your door.

Mobile marketing provides an invaluable service to small businesses and assists in driving up business. However, it all hinges on effective two-way communication. You need to create an open dialogue with your contacts rather than simply barrage them with texts and deals. With a text message marketing service, you can turn your contacts into raving fans by opening the floodgates of text messaging.

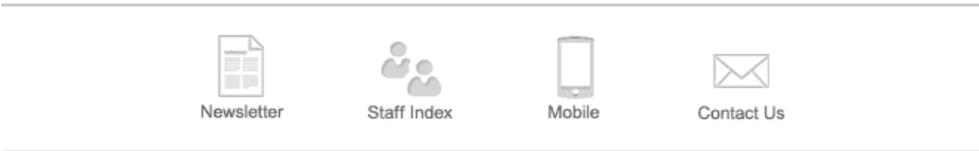
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