



SMS PLUS

HOW TO

Promotional SMS Guide

www.smsplus.in

Promotional SMS

Have you thought of using promotional SMS services for your business? A reliable **promotional SMS Service provider in Delhi** can prove to be an ultimate asset for your company that will help you in making your customers aware of the latest deals and offers. Promotional SMS is a raging phenomenon nowadays and to target your potential customers and already existing customers to avail an offer, it is one of the best simple strategies.

A promotional SMS service disseminates the messages in bulk to your customers at a single click. If you are a travel agent, a retail shop or any business which caters directly to the audience, then promotional SMS can be a blessing in disguise for you. You can use the promotional SMS in different ways to promote your services or your products through SIM-based SMS or SENDER ID based SMS. For sender ID based SMS you will have to create an ID which will send all your messages under a single name.

These messages will give a professional and a personalized touch to your customers and will make them feel special when they see the message. This further stimulates more sales because people in India are rational. As soon as they see an offer, there is a high chance that they would buy the same product at a reduced price even if they didn't like it in the first place. Apart from advertising and radio broadcast, promotional messages will help you in growing your business. We at SMS Plus make sure that you make the most of your promotional SMS efforts. So the next time you want to opt for aggressive promotional SMS marketing, trust the best **Promotional SMS Service provider in Gurgaon**; trust SMS Plus.

No matter how things would have changed, but the relevance of **Promotional SMS** as an effective marketing tool is the same as it used to be a decade back? This is so because despite making such drastic technological advancements, the industry is yet to find a replacement of this magical tool called **Promotional SMS**.

While if we talk about its relevance in the context of the Indian market, it is very unlikely that we will lose its dominance even in this new decade. This tool has straight access to more than 900 million handsets regardless of the fact whether they are smartphones or not. While the working of its other counterparts is strongly dependent on the availability of internet. Right now even less than 50% of mobile phones have active internet connections which means the tool of promotional SMS is way ahead than its counterparts.

Also when it comes to response rate, the Promotional SMS has a substantial edge over its rival tool. On one side where the response rate of SMS text is around 45%, its competitors are clinging between the ranges of 10-35%. All this simply means that if you wish to reach every nook and corner of India in a blink of an eye, then Promotional SMS is the only thing you should look for because this is a magic wand that can turn the tables of your business.



How promotional SMS works?



Promotional SMS

Increase your ROI using
SMS marketing

A promotional SMS is a text message sent by the brands to their existing and prospective customers. These messages primarily carry information regarding promotions, discounts, and offers. These types of messages are generally aimed at the purpose of pushing rocket sales and consumer engagement. The effectiveness of a promotional SMS majorly depends upon its drafting. An impactful promotional SMS must be in a professional tone, precise, brief and most importantly it must have a Call to Action. The promotional Bulk SMS package of SMS Plus not just covers these basic features but also provides add-ons like customized dashboard, tech support, analytics, etc. To get it, all you have to do is -

1. Register with SMS Plus
2. Pick a package that suits your requirement.
3. Obtain login and password
4. Upload contacts
5. Draft a text message of your own or pick a template available in your dashboard
6. Start sending messages.



Which SMS is useful for business promotion; promo or trans?

Same Rates for Transactional and Promotional SMS

BEST WAY TO REACH BULK AUDIENCE

 OFFERS

 CLIENTS

 PRICING

 GET FREE DEMO

 +91-75030 24772

 REQUEST A CALL

From a business point of view, Promotional SMS is more useful than transactional SMS in terms of utility. The transactional SMS majorly serves the purpose of sending OTPs, booking, order alerts, etc. However, when it comes to business promotion and marketing, Promotional messages offers slightly more advantage over transactional one. The promotional SMS texts are meant just for conveying information like discounts, offers, and promotions to the existing and prospective customers.



Can we block promotional SMS on our numbers?

Yes, it is possible to block promotional SMS on any number. First of all, you will have to decide whether you wish to block all the promotional text messages or partially block some specific numbers/brands. Then:-

1

Type "START 0" and send it to 1909 if you wish to go for block these messages fully or type just "START 1/2/3/4/5/6/7" if you wish you opt partial blocking.

2

These codes stands for-

- Start 1- For texts related to Banking/ insurance / financial
- Start 2- For texts related to Real estate
- Start 3- For texts related to Education
- Start 4- For texts related to Health
- Start 5- For texts related to Consumer goods and automobiles
- Start 6- For texts related to Communication/ broadcasting/ entertainment /IT
- Start 7- For texts related to Tourism and leisure

3

If you wish to block one more than category at a time, then type "START 1, 2, 3, 4" and send it to 1909. While in case of full blocking, you will have to type just a '0' in front of START and send it to 1909.

Apart from messaging, you can also dial the toll-free number 1909, from your phone to register your blocking request.



How can I send promotional SMS to DND numbers?

To send promotional SMS to DND numbers. First thing you will have to do is

1

To create an account DND open route account.

2

Then you will receive a sender ID approval.

3

Now will have to choose a DND SMS package from the given options.

4

Now you are all set to send messages to both DND and non DND numbers.

5

This tool can also be used by the reseller to send SMSs to DND activated numbers.



Can we use API in promotional SMS?

Yes, it is possible to use API promotional SMS. For this you will have to:-

1

Login to your Sms dashboard using your password and username.

2

Then select Dev. API from the panel and copy the authorization key.

3

Click on Post method

4

Type the API key in the authorization.

5

Enter your SENDER ID, main body text, mention the language and finally type 'p' to send SMS via promotional route.

6

And finally type the numbers and separate them by commas.

So if you are a business that is looking to set its foot firmly into the market, then SMS Plus's Promotional SMS package must not be an option for you but rather it should be a proactive choice. As SMS Plus's Promotional SMS package offers you everything right from Fast delivery, round the clock efficient tech support, API, Real-time delivery report and personalized dashboard in a pocket-friendly price, which you may not find somewhere else.





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