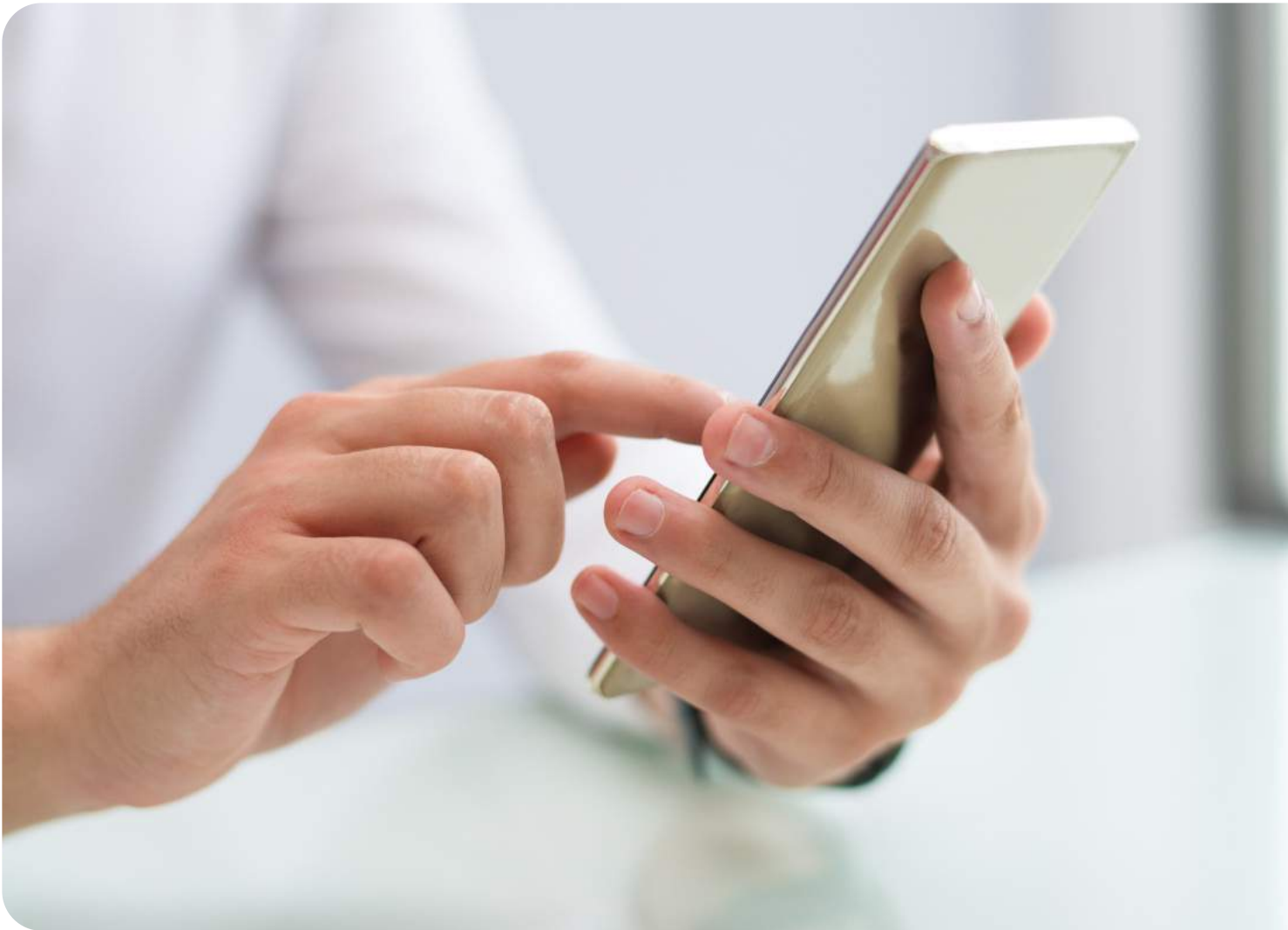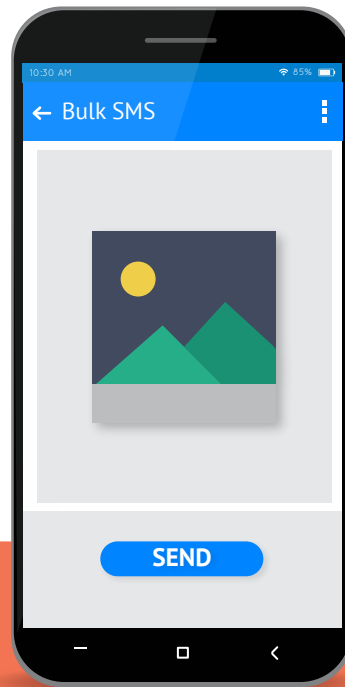# SMS

Campaign System

SYSTEM SPECIFICATIONS

- An ROI based system to send promotional bulk messages (SMS/MMS) to the customers.

- Campaigns are run for making the data (offers/promotions) reach the predefined targeted audience.

Works on the bulk import of customers details such as name and phone numbers to send them SMS and MMS for the running offers, discounts.
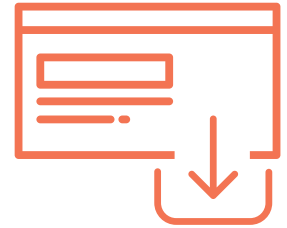
- The facility of either staying subscribed for further communication or opting out of it is available **facilitating a 2-way interaction.**

The dashboard gives complete details of the total no. of customers, opted out customers, opted-in customers, as well as the number of campaigns, run in total.

- The simplicity of launching the campaign.

- Customer's data can be easily imported in the system.

- Is applicable to all the industries wherein sending a promotional message for brand communication or awareness is requisite.

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BENEFITS

Simple and easy cost tracking method for calculating ROI.

Status of the campaign can be imported/downloaded for reference in the form of a sheet.

Easy way to communicate with the potential customers.

Can drive in good conversions and great results.

Bulk SMS

Highly used to increase customer engagement and customer loyalty.

Personalized messages (SMS/MMS) can be sent by including the name to give a personal touch.

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WHERE IT CAN BE USED

Restaurants

Hospitals

Liquor shops

Clothing stores

Schools

Grocery stores

Coaching centres

Corporates

Can be used by any and every business for their promotion to attract more audience and for all the industries where customer retention or engagement is needed.

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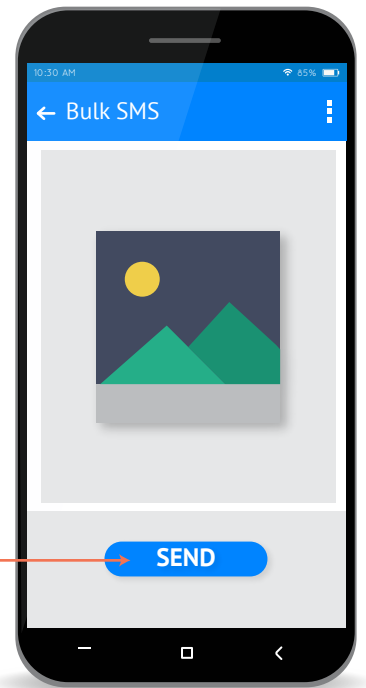
WORKFLOW
(HOW THE SYSTEM WORKS)

The data is uploaded in the form of an excel sheet to fetch the details such as name and phone number of the customers.

A personalized message (SMS/MMS) can be sent by uploading either the multimedia or text or both including even the name of the concerned person through campaigns.

The dashboard of the system contains all the valuable information of how many customers opted out for the campaign, how many of them opted in and how many total campaigns were run.

The status of the campaign can be viewed along with the other essential details.

It is a cost-effective way of marketing and has the capability to drive good results.

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