

Reasons Why SMS Marketing Is Better Than Any Other Mode of Marketing



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SMS Marketing Stats

It is predicted that 48.7 million consumers will opt-in to receive business SMS messaging by 2020.

39% of US consumers find that they use their mobile phones excessively.

79% of smartphone users make their shopping decisions based on SMS opt-in or similar mobile device services.

The average open rate for text message marketing campaigns is 98%, compared to a 20% open rate for email marketing campaigns.

SMS response rates are 295% higher than phone call response rates.

75% of people wouldn't mind receiving an SMS text message from a brand if they opt-in for the service.

SMS Marketing is better than any other mode of marketing? This might seem like a hot topic among marketers all around the world. Most of the marketing mediums have been available for decades, but the widespread of mobile devices has definitely changed the way every marketer treats these options in the marketing plans.

SMS Marketing is known to come as a reliable option to reach out to end-users with precise and targeted messages. Mentioned below is a compiled data that compares SMS marketing with the other modes of marketing to give you an overview of their current standing as an effective marketing tool.

1) Open Rate

- Open Rate of SMS Marketing - 90% are read within 3 minutes.
- Open Rate of other modes of marketing - 30 to 35%

These numbers do not leave anything for us to debate as your customer is bound to read your message sent via SMS.

2) Quantity matters

- Number of text messages; the [SMS Phone LEads](#) lesser, the better
- Number of emails or ads, the more the better

We do not need to think about this twice. Just think about how you treat your messages and emails. If you keep receiving an email from the same address, there is a probability you might just open it once. With messages, nobody is tolerant of unnecessary disturbance. The point of a text message is just to give out the required information in a precise manner and that's what people expect from marketing messages.

3) Nature of Campaign/SMS

The nature of the message is very vital for text messages and any other mode of marketing. For instance, if you have an offer or discount to offer to your customers, SMS Marketing is the perfect mode. No other medium of marketing will create an impact as text messages when discounts and offers are considered.

4) Click-Through - Rate

- The CTR of SMS Marketing - 19+%
- The CTR of other modes of marketing - 7 to 10%

The reason why every marketer is taking SMS Marketing seriously is because of the wide penetration of mobile phones in the market. Mobile phones are affordable and within everybody's reach and so are the data packages.

And so, the possibility of the end-user opening the link sent via message provided it is of their given interests, is much higher now than ever.

Regardless to say, an SMS will always find a way into your customer's inbox.

Finally, it is safe to say that SMS marketing is a more effective tool than any other. Have you tried it yet?

A black rectangular graphic with white and green text. The main text reads "SMS PHONE LEADS" in a large, bold, distressed font. Below it, in a smaller, clean font, is "HOME OF THE INTER-ACTIVE SMS PHONE FUNNEL". At the bottom, there is a green rectangular button with the text "CLICK HERE TO FIND OUT MORE" in white, uppercase letters.

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HOME OF THE INTER-ACTIVE SMS PHONE FUNNEL

CLICK HERE TO FIND OUT MORE

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