

## **LITTLE MISTAKE YOU'RE MAKING WHILE RUNNING A BULK SMS CAMPAIGN**

Making profits is one of the ultimate goals of every business. And, the only way to achieve a breakthrough in this competition and saturated market is by adopting and implementing innovative marketing strategies. Here, Bulk SMS marketing is a strategy that will help you boost your revenue.

As you might know, smartphone users are increasing to over 90% of the population. This makes it crucial for businesses to be there where their customers are.

The mobile-friendly platforms bring along a flood of opportunities for marketers when it comes to SMS marketing. When done right, bulk SMS service can help you magnify your reach. However, if it goes wrong, there could be heavy revenue loss and could also lead to damaging brand reputation.

So, if your SMS marketing campaign hasn't been delivering the desired results, then this is for you. We've curated a list of mistakes that you can avoid while designing your SMS campaigns.

- **Lack of personal touch**

Only the content matters once your message reaches your target audience. However, your audience should relate to the content. They should feel special all while you brief your product to them. So, do not forget to personalize it – even if it is just adding their name.

- **Not knowing your audience**

Behaviour, preferences, buying patterns, needs and more – know this all to create an impactful SMS campaign. This will help you align your content and campaign accordingly while making it appealing.

- **Wrong timings**

Well, you must have heard this – timing is everything. This applies to SMS campaigns as well. Just remember, never be too early, avoid peak hours and skip the weekends. After all, you don't want to buzz your audience at the wrong time.

- **Missing effective CTAs**

SMS is a short messaging service. Here, your message should immediately catch up with your audience and drive them towards the CTA – the purpose. The lack or presence of CTA is crucial to make or break your SMS content.

- **Long and complex message**

Modern-day audiences do not like to read long texts. They usually glance at SMSs – which can be from just from the notification too. So, make sure you have a short but effective combination of words to deliver your message.

- **Not being consistent**

Send a message today and forget about it for the next 546 days. Well, you cannot just leave your customers hanging. Make sure to set an appropriate frequency before you launch a campaign and stick to that pattern.

- **Choosing the wrong service provider**

You must be very attentive when choosing your service partners. The market for bulk SMS is more saturated than ever. so, careful evaluation is needed for them. Carefully study and analyze online feedback for these service providers before putting in your money.

These common mistakes can be easily rectified by paying close attention to details. Focusing on improving them will help you design the ideal SMS campaign. It is your chance to make the most of it.

