

# SMS For Small Business Announces New Smartphone App To Facilitate Bulk SMS Marketing For Local Businesses.

Wholesale SMS Marketing For Small Business. Website or IOS/Android

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SMS For Small Business today announced the release of its new smartphone app that will greatly ease access to its [wholesale SMS services](#) from mobile devices. The app, named Bulk [SMS Marketing](#), is available as a free download for Apple iPhone users from the App Store, and Android phone users from the Google Play Store.

Short Messaging Service (SMS, or “text”) marketing is a reliable and proven technique to drive engagement between retail businesses and cellphone users. Texts have a higher open rate and are more impactful than emails, and can be used to quickly deliver special offers, coupons, product and stock notifications, surveys, competitions – the possibilities are almost endless. However, to be successful, businesses need a skilled and reliable [SMS marketing partner](#) – which is where SMS For Small Business comes in.

Owner and operator Sean Brookshire explained: “As a small business owner myself, I understand the challenges and opportunities that small businesses face and so I am confident of offering the best service and prices in the industry, guaranteed. I set up my own SMS gateway, hooked up directly to the provider with no middlemen and true wholesale pricing. My new app will help make SMS marketing even easier, and I am looking forward to helping my fellow small business owners attain their goals using cellphone technology.”

In making available its website on a smartphone app, SMS For Small Business expects to widen its

geographical reach and provide an alternative channel for its services which up until now have only been available via its website. With its focus on small business and its solid portfolio of services, Sean Brookshire’s company is anticipating a surge in takeup of SMS marketing that will ensure his customers thrive into the future.

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*Sean Brookshire*



**6 WAYS**  
**RETAIL CAN USE SMS**

With a 98% open rate compared to email at just 22%, there is no doubting that sending a text message will get a great return of investment, be that visits to websites, inbound calls, or sales of your products. We know SMS marketing works and is already working for millions of businesses every day.

Retail and SMS marketing are the perfect fit, they work amazingly together in harmony, boosting sales, brand awareness, customer retention and can help turn a small retail store into a huge worldwide brand.

Below are just 6 of the many ways that SMS can help retail.

- 1. Text customers with special offers**  
If you have a sale on, text customer to let them know you have a sale, when it will finish, how they take advantage of it and what they will save.
- 2. Purchase and delivery notifications**  
Send a text message after someone has made a purchase on your website thanking them and giving them details of their purchase. This can then be followed up with delivery notifications, making the customer experience even better.
- 3. Get customers through the door**  
If you want more people to come back to your store, text them an offer that they can only obtain if they show the cashier. Which could lead to those all-important impulse buys.
- 4. Let customers know about your new stock**  
Is your new season in? Or do you have a great new range that you want to shout about? Text your customers and let them know.
- 5. SMS loyalty programs**  
Allow customers to sign up to an SMS loyalty programme. Send them exclusive offers and texts when new products will be released that they can only get with your SMS loyalty programme.
- 6. SMS Surveys**  
After a customer has made a purchase, send them an SMS survey with a couple of questions on asking how their experience was. Getting a better understanding of what your strengths and weaknesses are.

If you think SMS can help your business, be it in the Retail sector or another, you can visit [SMSForSmallBusiness.com](#) or you can call me at (406) 334-5287 to discuss this important topic further. Being a small business owner myself, I offer Small Businesses in Montana the best prices in the industry Guaranteed. I set up my own SMS gateway, hooked up directly to the provider - No middlemen, TRUE wholesale pricing, No annual contracts, No monthly minimums, You pay for what you use, Best price Guarantee.

**SMS FOR SMALL BUSINESS**

**From Time Sensitive Coupons to Upcoming Product Announcements**

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