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## **Text Messaging Drives Customer Loyalty 4 Small Businesses**

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Small businesses are finding that the cell phone is a valuable and cost effective way to communicate with their customers. From mobile search ads to mobile web sites, there are countless ways to get messages out. One of the most popular methods today is text messaging.

Text messaging, commonly called texting or SMS (short message service), is a term for the sending or receiving of up to 160 characters of text on a mobile phone. Unlike e-mail messages, SMS messages are likely to be read and acted upon receipt. There are more mobile phone users in the U.S. than Internet users, and 75% of those who use text messaging are over the age of 25. Text messaging is personal and if used wisely, can translate into customer loyalty for small businesses.

Businesses can use SMS technology as a low cost solution to reach customers easily. Companies can build mobile subscriber lists to send time-sensitive offers, announcements, or other personalized customer communications via text messaging.

This unobtrusive and very personal form of communications makes SMS a dynamic and highly responsive marketing channel that small businesses must use with care. Text messaging can result in customer loyalty and increased sales by sending messages with relevant information and value to customers.