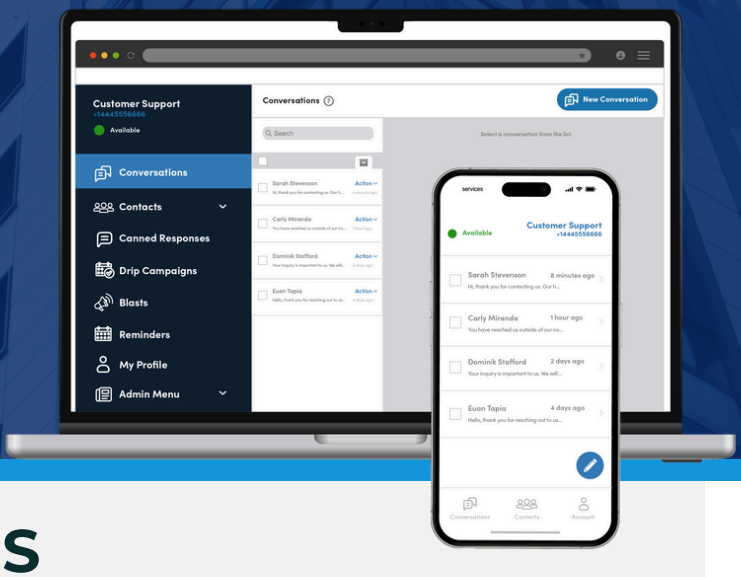
Cloud™
SERVICE NETWORKS
THE VOICE OVER IP COMPANY.

SMS Marketing

Stay Connected With Your Customers via SMS

Research shows that the average open rate for text message marketing campaigns is 98%, compared to just 20% for email. And the average click-through rate for SMS marketing is 19% compared to 4% for email. The simple truth is companies that want more effective engagement with their customers need SMS—and our SMS enablement platform makes getting started easy.



Benefits of Business SMS

No matter what business you're in, SMS capabilities—such as keyword responders, appointment reminders, SMS blast campaigns, and more—enable you to communicate better and faster with customers and prospects to drive efficiencies and growth. **Consider the following examples:**

A real estate firm can:

- Push property information, flyers, MLS data, etc. with keyword responders
- Boost attendance at open houses and reduce no-shows at showings with appointment reminders
- Blast new listings to prospects to generate interest

An automobile dealership can:

- Push sales information, flyers, and sales contact details with keyword responders
- Improve the customer experience with service reminders and completed service notifications
- Send inventory, trade-in, and sales announcement blasts to boost revenue

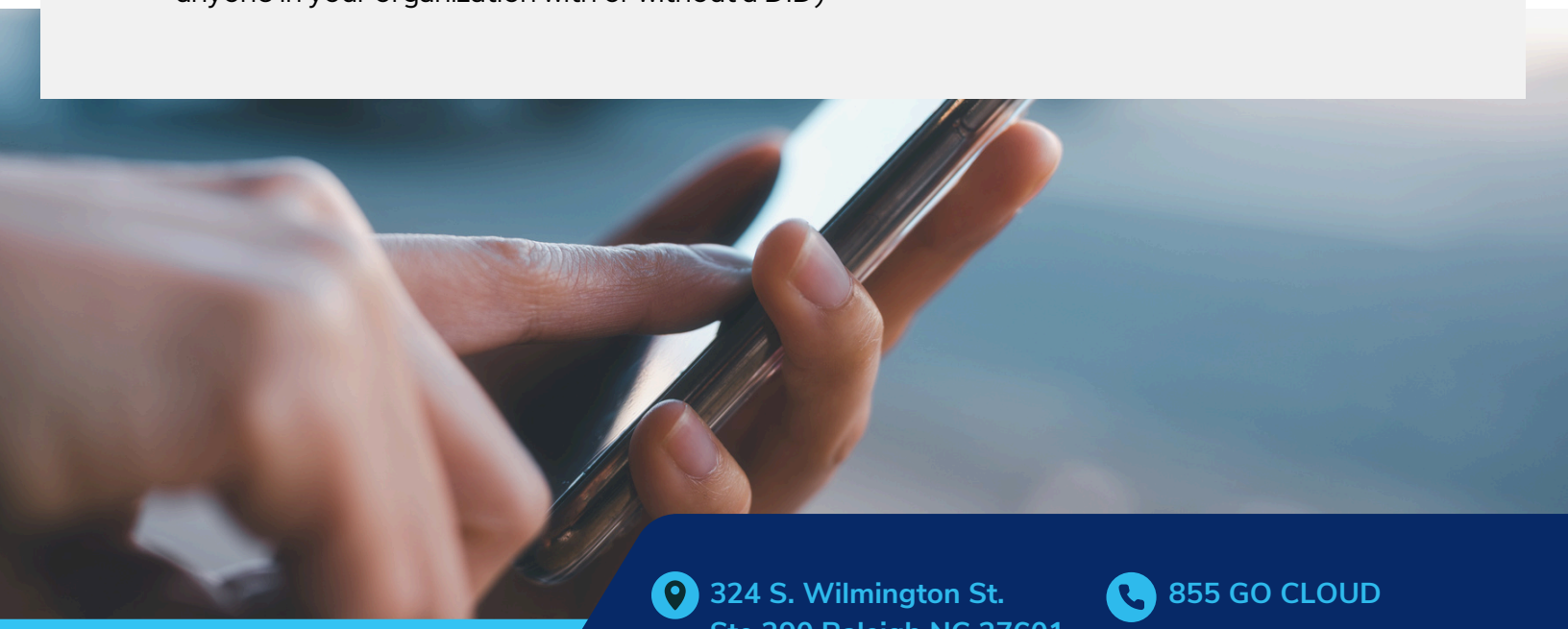
A healthcare provider can:

- Send blast campaigns to announce availability or location of services
- Improve the patient experience with appointment and prescription pick-up reminders
- Create drip campaigns for gathering updated information

SMS Enablement Platform Capabilities

With our comprehensive SMS platform, you get a wide range of functionality, all with existing phone numbers and managed through an intuitive portal accessible via your PBX login. **Capabilities include:**

- **Message blasts:** Reach a large number of users with a single message
- **Reminders:** Send automated reminder messages
- **Drip campaigns:** Send automated time-released communications
- **Number-sharing:** Access multiple numbers from a single login
- **Conversation history:** See the full history of your text threads
- **Multi-device sync/support:** Use your account on multiple devices
- **MMS support:** Send and receive MMS messages for a rich media experience
- Address book: Separate and sync contacts across multiple devices
- Keyword auto-replies with QR code generator: Send automatic replies for specific keyword inquiries
- Canned responses: Respond consistently to regularly asked questions
- Away message auto-responder: Easily set up a message for when you need to step away
- Mobile app (iOS and Android): Keep in touch, even when you're on the go
- Help management: Provides examples and describes how to use or configure each setting
- Integrations: Real-time integrations with CRMs, reservation systems, webhook and other systems including HubSpot, Microsoft Teams, Slack, Pipedrive, Google Chat and more—and the list is constantly growing
- Account types: User with number, numberless user (DID not required), and number only (users can share, e.g., use your DID to send/receive SMS messages or share your main number to anyone in your organization with or without a DID)



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