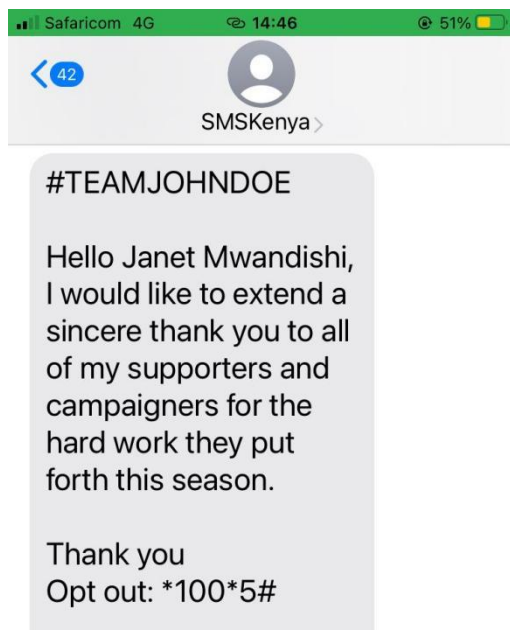




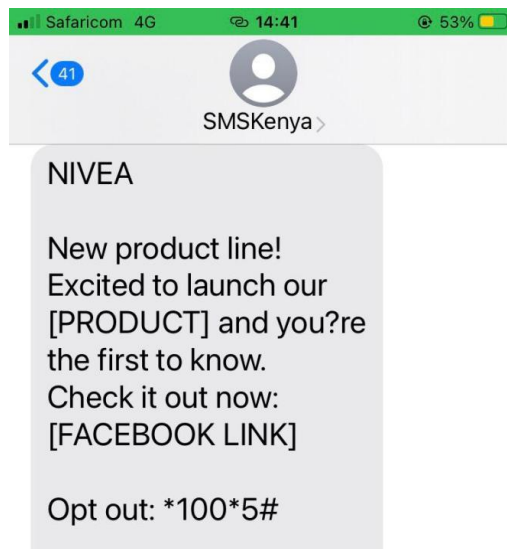
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As more brands look to target customers on the move, SMS is becoming an increasingly essential part of effective multi-channel marketing

As a digital marketer, you've grown accustomed to lead generation channels such as email, banner ads, Google Ads, and Facebook advertising campaigns. But mobile devices open up an entirely new channel for a business to reach a highly targeted, receptive audience: SMS Marketing. The use of text messaging is quickly emerging as one of the best and most reliable ways to successfully communicate with your customer.



*Sample campaign message*



*Sample brand awareness message*

You may ask yourself, "Why should we use SMS Marketing'?" Our answer is simple: "Your customers are texting, so why aren't you?" Text message marketing gives you the perfect opportunity to connect with your customers on the devices they carry with them all day, every day. If that's not enough to get you to think about incorporating Text Marketing into your marketing mix, here are six more reasons to consider

SMS Kenya will help you connect your brands and customers in a whole new way.

### 1. It's Personal

Your customers have a very personal relationship with their phones. It's the way they engage with their friends and family. In fact, it's the very first thing most people reach for when they wake up. Once your brand is invited into this inner circle, you'll have an immediate, more intimate way to have a one-to-one conversation with your customer.

### 2. It's Simple

SMS Kenya provides businesses with an uncomplicated way to connect with customers. It doesn't get much simpler than sending a text. For marketers, though, the trick is to be able to have an engaging chat when limited to around 160 characters at a time. Brief messages featuring incentive contests, coupon redemption, opt-in surveys, non-profit causes, brand awareness and polls help move the conversation along



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### **3. It's Highly Targeted**

A consumer's relationship with their phone, combined with a permission-based relationship with your brand, is a powerful marketing tool. Surprisingly, the majority of consumers are actually receptive to interacting with businesses via text, just like they do with their family and friends. With their permission, this receptive audience can be a lucrative one.

### **4. It Outperforms Other Channels**

SMS Marketing boasts greater immediacy and attention than other digital marketing methods: from open rates to delivery, SMS topples email, Facebook, and push notification. When compared to other advertising categories, according to Mobile Marketer, SMS Marketing can lead to higher engagement rates and enviable ROI. While SMS outperforms other channels by leaps and bounds, it's even more effective when used in conjunction with voice, email, push notification, and other channels, as an integrated part of your digital and mobile marketing strategy.

### **5. It's Easy to Implement, Manage, and Track**

With SMS Kenya platform, we offer customized client SMS reports: you can quickly and easily monitor and measure the performance of each SMS campaign. Because Text Marketing is permission-based, you're off to an excellent start: you know exactly who you are messaging and, because of that, you can capture highly specific data about your customers including region specific demographics, age groups and gender

### **Our Competitive advantage**

Whether you're sending a global marketing campaign to millions or engaging customers around the corner, the use of Text Marketing is a highly effective and friction-free way to communicate with your customer. Our platform has the following outstanding features

1. *Ready contact databases*
2. *Unlimited & Unrivalled tech support*
3. *Data protection*
4. *Competitive pricing*
5. *Demographic targeted niche*

### **Data collection:**

Our contact database is collected through field & online survey programs, updated triennially

### **Contact us:**

As you evaluate your SMS Marketing provider, consider SMS Kenya platform. Ready to see how we can help make your SMS Marketing efforts successful? Talk to us : **+254743256407** | **admin@smskenya.co.ke**