SMS MARKETING STATISTICS

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What is SMS marketing and how does it work?

SMS marketing (Short Message Service marketing) is a technique that uses permission –based text messaging to spread promotional messages. To receive text message specials, new product updates or more information, customers are usually required to opt in to an automated system by texting in an initial short code. [1]When the 5 digit code is texted, that user's phone number is then stored by whatever SMS marketing software is issuing the texts. A confirmation response is usually sent as receipt for opting in, with an opt-out code included for potential future unsubscribing.

SMS marketing is generally aimed at building a database of subscribers to increase customer loyalty. When applying close range marketing tactics, text messages are an ideal way of notifying people within your vicinity of any immediate offers without having to use push-notification applications. More than informing your customers of upcoming deals, it can be a great of way of sending reminders of upcoming events and engage your customers by polling their opinions. Many delivery platforms for SMS marketing allow for easy segmentation and management so as to ensure that the most relevant text message can be sent to those who are more likely to convert. It is also preferable in that it tends to be less expensive when compared to other forms of distribution making it a cost effective mobile solution.

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[1] https://www.verticalrail.com/kb/sms-marketing/

It is important to note the difference between web push-notifications and SMS marketing. Web push notifications are content and messages provided by the internet or application being used by the customer. The purpose behind is to identify and detail users with the variety of content and information. The basic use of web push notification is to provide prior information that could reach the user as fast as possible. Whereas Web Push Notification instantly delivers to a person's desktop or mobile device even if they are not active at your website, in SMS marketing the message is delivered straight to the inbox only - it may not show up depending on the settings of the user. Additionally Web Push Notifications tend to have more content, are highly visible and recognizable (Rizwan Ali Khan)

The History (Evolution) of SMS Marketing

SMS as a marketing vehicle wasn't adopted by advertisers until 2000 but mobile data services were introduced some nine years earlier in Finland. The first person-to-person text was sent in 1994 and initiated a gradual trend of "texting" between friends into the late 90s. In 2002, Marketers realized that SMS was an incredibly unobtrusive way of advertising and with mobile phones slowly proliferating it would be an increasingly effective channel with its concise messaging and location based benefits. Soon companies large and small were SMSing their customers all sorts of offerings. It was a good strategy because SMS providers guaranteed reliable delivery to customers. In fact this mobile marketing strategy was so successful that it led to further development of the mobile phone.

With the popularity of mobile devices, SMS marketing continues to gain traction in the digital marketing sphere. In 2015, the global market spend from SMS marketing was USD 57.27bn. The estimated growth is forecast to reach USD 83.03 by 2024

35 Must-Know SMS Marketing Statistics in 2019

Have you ever wanted to quickly reach out to more people without spending too much?

Not just a few hundred more — I'm talking about getting in touch with several thousand or even millions.

Ever heard of SMS marketing?

It's cost-effective and mighty powerful — something which these stats prove all too well.

Mind-Blowing SMS Marketing Statistics

- While not everyone has a smartphone with internet access, 5 billion people in the world can send and receive SMS messages.

- 75% of consumers are OK with receiving SMS messages from brands (after they've opted in).

- SMS messages have a whopping 98% open rate.

- Text messages have a 209% higher response rate than phone, email, or Facebook.

- 90% of SMS messages are read within 3 minutes.

- Consumers redeem SMS-delivered coupons 10 times more than other types of coupons.

As you can see, SMS marketing has huge potential.

That said, doing it is one thing and doing it right another.

If you want great results, you should keep in mind the SMS Marketing Statistics shared in this post.

So, let's dive straight into it.

Fascinating Stats

We've already covered video marketing and social media marketing at some depth. When used correctly, SMS marketing can be a game changer.

1. 48.7 million people will choose to receive business SMS messages by 2020.

(Source: Mobile Xco)

The SMS marketing channel is growing at a handsome rate. Compared to 2016, 23% more people will opt-in to receive SMS messages from companies by 2020.

In other words, you're missing out on a great chance to grow your customer base if you don't invest in text message advertising.

2. The average American checks her phone 47 times a day.

(Source: Journal of Accountancy)

Americans can't seem to get enough of their smartphones!

Given the high usage, it's high time marketers started utilizing the power of mobile.

And the best part is:

Consumers are willing to engage with brands — something which the last statistic also proves.

3. While not everyone has a smartphone with internet access, 5 billion people in the world can send and receive SMS messages.

(Source: TextMagic)

One finds Androids and iPhones everywhere in big cities — but are they really ubiquitous?

Heck no! Research shows as many as 50% of mobile phone users don't own a smartphone.

Text message marketing can help you connect with people who are out of the reach of more advanced mobile marketing campaigns, like MMS marketing.

4. 67% of smartphone users in the US like to receive service-based messages from their banks.

(Source: TextMagic)

That's nearly 7 in every 10 users!

Clearly, mobile banking is on the rise.

5. SMS messages have a 209% higher response rate than phone, email, or Facebook.

(Source: Mobile Xco)

Now that's some good news!

Nearly 30% of consumers will respond to your SMS messages — and nearly 50% of responders will make a purchase.

Given these stats, it's fair to say that text message marketing ROI is better than email or other popular marketing channels.

Told you – good news!

6. SMS messages have a whopping 98% open rate.

(Source: The Daily Egg)

Not only is SMS quick and easy to set up, but customers also like receiving and reading them.

7. 90% of SMS messages are read within 3 minutes.

(Source: Random Facts)

People are not only just reading your SMS messages; they are reading them almost as soon as you send them!

8. Consumers redeem SMS-delivered coupons 10 times more than other types of coupons.

(Source: EZ Texting)

Text messaging marketing statistics show customers are more receptive to coupons delivered via SMS. These coupons help you not only attract customers but also retain them through ongoing engagement.

9. SMS marketing grew by 92% for B2Cs and 197% for B2Bs from 2015 to 2017.

(Source: Rebrandly)

The fact more businesses have started using SMS marketing recently comes as no surprise.

After all, 64% of the world's population owns a smartphone, while only 48% have access to the internet. What's more, SMS messages have a whopping 209% higher response rate than email.

General SMS Marketing Statistics

It certainly pays to advertise. Ant the potential target audience is huge!

10. There are 7 billion mobile subscriptions worldwide.

(Source: Mobile Marketing Watch)

That's a lot of people we're talking about!

You can touch base with the whole world via SMS. Let that sink in!

11. 23 billion text messages are sent each day worldwide.

(Source: SMSeagle)

That's 270,000 each second!

To put this into context, nearly 1 million SMS messages were sent by the time you read this!

Out of the 23 billion text messages sent daily, 6 billion are sent in the US.

12. American smartphone owners aged 18-24 send around 2000 text in a month.

(Source: Business Insider)

Everybody likes texting — but young adults like it most.

If you look at texting statistics by age, you'll find smartphone users aged 18 to 24 text the most. In fact, they text twice as much as people aged 25 to 34 — and a whopping 10 times more than over-55 year-olds!

13. 98% of US smartphone users send text messages regularly.

(Source: SlickText)

232 million Americans text on a regular basis. That alone is reason enough to jump on the SMS marketing bandwagon.

Texting vs Email – Who's Winning the Big Marketing Battle?

If you have to choose one, which would you pick?

Did you just say SMS?

Well done! As the next stat shows, it enjoys a much better open rate than email.

14. SMS open rates are nearly 5 times that of email.

(Source: Adobe Blog)

98% of all SMS messages are read, compared to only 20% of emails.

In other words, when you send text messages, recipients actually read them. That's a good start, right?

15. Only 10% of SMS marketing messages are spam, compared to nearly 50% of emails.

(Source: DSIM)

That's great news!

Email and text marketing statistics show consumers are less likely to delete SMS messages without reading them than emails.

16. The average person takes 90 seconds to reply to an SMS message — but 90 minutes to respond to an email.

(Source: GSMA)

There it is, as clear as day — SMS text messaging is the more effective marketing channel for time-sensitive, participation-heavy events and offers.

17. SMS marketing campaigns perform 7 times better than email marketing campaigns.

(Source: DSIM)

If, for some reasons, you can pick only one, perhaps it's time you switched from email to SMS.

If you can do both, it's about time you gave SMS marketing a priority.

SMS Marketing Is the Next Big Thing in Mobile Marketing

SMS marketing has a wider reach than email marketing. It also enjoys much better open and response rates.

Given these advantages, it's no surprise more companies plan to go the SMS way.

18. 20% of market leaders plan to use SMS marketing more.

(Source: Rebrandly)

SMS marketing statistics for 2018 show 1 in 5 market leaders want to focus more on leveraging the power of SMS marketing to grow their businesses.

19. 75% of consumers are OK with receiving SMS messages from brands (after opting in).

(Source: LeadsBridge)

Contrary to the popular perception, most people aren't put off by promotional offers sent via text.

Arguably, this is because of two reasons:

First, SMS marketing is less intrusive, as it is a permission-based activity.

Second, it highlights the value proposition of an offer more effectively because of the limited space.

20. Only 30% of consumers receive SMS text messages from businesses they patronize.

(Source: Podium)

SMS marketing stats show 7 in every 10 consumers don't receive promotional text messages from their favorite brands — even after making it clear they want to hear from them.

21. 6 in every 10 consumers tend to have a positive impression of companies that contact them via text messages.

(Source: Jeeves.Plus)

22. 50% of US consumers make direct purchases after they're sent an SMS branded text, a discount coupon, or a QR code.

(Source: mobivity)

SMS Marketing Statistics show companies that aren't sending marketing or promotional text messages to their potential businesses might be losing out on substantial revenue.

The real question is — can they afford to?

Can you?

23. 9 in every 10 consumers who enroll in an SMS loyalty program benefit from their participation.

(Source: mobivity)

Goodbye, loyalty cards; hello, loyalty SMS!

There's little doubt that such programs can help you improve customer engagement and drive more sales.

24. Nearly 8 out of 10 people seek an SMS opt-in or some other kind of mobile device service to help them with shopping.

(Source: J&C)

Mobile marketing statistics show 79% of shoppers use their smartphones to assist them with shopping.

This shows well-defined SMS marketing has a huge potential to influence consumers' purchasing decisions.

25. Using short, branded links in your mobile marketing campaigns can help improve conversions.

(Source: Rebrandly)

It's no secret that the click-through rate of branded links is higher than that of short, generic links. This is because people in general trust these links more, as they include the names of familiar brands.

26. 80% of people use text messaging for business.

(Source: Rebrandly)

Recent text message marketing stats show people (including your customers) are texting for business purposes all the time.

Contacting businesses through text to schedule appointments, make product inquiries, and other business purposes has become common practice.

Given this, it's time you asked yourself:

"Am I taking full advantage of mobile technology?"

27. Consumers who get SMS marketing messages are 40% more likely to convert than those who don't.

(Source: Text Better)

This should settle any doubts that you may still have about the power of SMS marketing.

28. More than half of consumers prefer contacting customer support through text.

(Source: Rebrandly)

SMS marketing statistics show half of people would rather text customer support than call if given an option.

This is hardly surprising, though. After all, who enjoys sitting on hold waiting for a representative? I certainly don't.

29. 64% of consumers think businesses should contact them via text messages more often.

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(Source: Text Better)

Most consumers feel companies are not communicating through texting as much as they should. Are you making this mistake, too?

Latest Developments

There's no doubt SMS marketing is a powerful marketing tool — but will it remain just as effective in the future, too? Let's find out.

30. Nearly 6 billion people worldwide will be able to send and receive text messages by 2025.

(Source: SlickText)

Stats on text message marketing show 5.9 billion people worldwide will have access to SMS technology. This means SMS marketing will continue to be just as relevant in the future as it is today (if not more).

31. 61% of the world's population will have access to mobile internet by 2025.

(Source: SlickText)

This goes to show the future belongs to mobile marketing, of which SMS marketing is an important part.

Fun Facts

Now this is where things get interesting. And even a bit weird, perhaps.

32. 9 in every 10 people aged 18-25 think toilet texting is cool.

(Source: HuffPost India)

Stats on texting show people are using their mobiles everywhere!

75% of Americans use their smartphones in the bathroom — while 91% of 28 to 35-year-olds have admitted to texting while on the toilet.

33. The first SMS message sent was "Merry Christmas."

(Source: BBC News)

An engineer called Neil Papworth sent this two-word text message to his Vodafone colleagues on December 3, 1992.

34. 10% of people under 25 text during sex.

(Source: SciTechBlog)

Talk about funny statistics on text messages!

For 1 in every 10 under 25 year-olds, there's no such thing as a wrong time for texting!

35. 20% of Smartphone users say they can't live without texting.

(Source: Text Republic)

Texting has become a part of everyday life for most people, so much so that 1 in 5 can't imagine life without it.

Wrapping Up

SMS marketing is cheaper, has a wider reach, and enjoys a better open and response rate than many other conventional marketing channels, like email.

Still, many companies aren't taking full advantage.

Latest SMS marketing statistics show 64% of consumers think businesses aren't contacting them via text messages as much as they should.

Perhaps many of your competitors might be making this mistake, too.

This means a well-defined, persistent SMS marketing campaign can help you gain an automatic edge over the competition.[2]

62 Text Messaging Statistics for Businesses [Source-Checked]

With the rise of technologies like social media, instant messaging, chatbots and email, it is easy to forget that texting is still a popular and powerful form of communication worldwide.

But how many people still text? How many customers are ready to get text messages from businesses? And what numbers to trust?

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https://techjury.net/stats-about/sms-marketing-statistics/[2]

To address these questions, we've collected the most up-to-date text messaging statistics and added some important takeaways we spotted for businesses.

We have also made sure to link to the primary sources of the texting stats and picked the most recent surveys and reports available so feel free to read if you want more detail. But with this summary, you can quickly access the most up-to-date trustworthy text messaging statistics in on place.

General Texting Statistics

1. 5 billion people [1] around the world have the ability to send and receive messages via SMS in 2018. This is a drastic increase from the 1 billion mobile subscribers in 2003. [2]

2. 1.5 billion smartphones enabled to send SMS messages were shipped in 2015. [3]

3. The number of monthly texts sent has increased by more than 7,700% over the last decade.[4]

4. 89% of people always have their smartphone easily accessible.[5]

5. 97% of Americans, in particular, text at least once a day.[6]

6. Texting is the #1 most used way of communication among Americans younger than 50. Use of Communication Devices among Americans [7]

7. 82% of consumers keep SMS notifications [native, iMessage and Android] switched on.[3]

Takeaway: More than 25 years after its inception, texting is a platform that is still massively used around the world. The volume of text messages sent and the time spent texting conveys the channel's popularity.

Texting vs Calling

8. US smartphone users send and receive five times more texts than they make and receive calls. [8]

9. On average, Americans spend 26 minutes per day texting compared to 21 minutes per day calling.[8]

10. Consumers in South Korea, India, Singapore and the US prefer SMS over voice calls for customer service.[3]

11. 3 out of 10 consumers would give up phone calls to use messaging.[3]

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12. Over 68% of consumers said they text more than they talk on their smartphones.[9]

Texting vs Email

13. 82% of text messages are read within 5 minutes, but consumers only open 1 in 4 emails they receive.[10]

14. 55% of consumers prefer SMS for appointment reminders vs 35% of consumers who prefer email for those notifications.[10]

15. 51% of consumers prefer SMS for prescription refills vs 36% of consumers who prefer email for those notifications. [10]

16. 53% of consumers prefer SMS for service outage notifications vs 34% of consumers who prefer email for those notifications.[10]

17. Smartphone users spend 22% of their time on their phone texting but only 10% of their time using email. [9]

Takeaway: Consumers prefer to open texts on their mobiles rather than receive emails or calls. This may indicate that texting is viewed as a more trustworthy channel than email or phone calls, which are more likely to be affected by robocalls or spam.

Also, consumers prefer texting to email when it comes to getting time-sensitive notifications.

Texting Statistics by Demographics

18. 68% of Americans between the ages of 18 and 29 said they had sent or received text messages "a lot" the day before. [7]

19. 47% of Americans between the ages of 30 and 49 said they had sent or received text messages "a lot" the day before.[7]

20. 83% of female consumers are likely to receive text messages with coupons or other special offers vs 68% of male consumers. [11]

21. 77% of consumers who can text aged 18–34 are likely to perceive positively a company that offers text capability. [11]

22. Over 83% of millennial consumers said they text more than they talk on their smartphones. [9]

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Takeaway: Millennials text heavily compared to Gen X. And also millennials are more open to texting businesses, which is not a surprise taking into account the immediacy of text messaging.

Texting Statistics by Country

23. 86% of US consumers opt in to receive SMS notifications (native, iMessage and Android).[3]

24. 82% of European consumers opt in to receive SMS notifications.[3]

25. 77% of Asian consumers opt in to receive SMS notifications.[3]

26. 82% is the open rate for text messages in the US.[12]

27. 33% of British respondents received a text from a healthcare provider during the period Q1 2015–Q2 2016 compared to 15% of global respondents.[13]

28. More than half of German consumers did not receive a text message from a business during the period Q1 2015–Q2 2016.[13]

29. 58% of French mobile users, 40% of British mobile users and 35% of US mobile users trust SMS to communicate with companies. Those numbers are higher than the global average of 35%.[13]

Takeaway: US mobile users text frequently and showcase a high response rate. French users are optimistic about texting businesses, while in Germany, businesses rarely text customers.

Business Texting Statistics

30. 47% of consumers prefer native SMS to message businesses compared to 34% of consumers who prefer native SMS to message family and friends.[3]

31. 78% of US consumers say receiving a text message is the fastest way to reach them for important service updates and purchases.[15]

32. 80% of US consumers said that providing basic information is the most important feature of service-based messaging to positively impact satisfaction.[15]

33. 76% of US consumers said that speed is the most important feature of service-based messaging to positively impact satisfaction.[15]

34. 58% of consumers indicated they would view a business more positively if they offered SMS capabilities.[10]

35. 91% of users who opted in to receive texts from a brand see those messages as "somewhat" or "very useful".[16]

36. 50% of consumers said they opted in to a brand's text messages to receive personal alerts. [16]

37. 48% of consumers said they opted in to a brand's text messages to be in the loop.[16]

38. 31% of consumers said they opted in to a brand's text messages so that they wouldn't need to visit a physical location or website or app for information.[16]

39. 52% of consumers said they didn't opt in to a brand's text messages because they found them disruptive.[16]

40. 23% of consumers have received texts from companies they ordered something from.[13]

Takeaway: Consumers across industries are looking for more engagement through text messaging. In addition to receiving customer service help, transactional messages and sales offers through SMS, consumers often prefer text messaging for scheduling or changing appointments and for making or confirming reservations.

SMS Marketing Statistics

41. 83% of marketers promoting email subscription via SMS said it was "very effective/ effective".[14]

42. 96% of marketers rated mobile welcome SMS as "very effective/effective" or "somewhat effective".[14]

43. 77% of consumers said they opted in to a brand's text messages to receive coupons or deals. [16]

44. 33% of consumers said they opted in to a brand's text messages to gain access to more meaningful content.[16]

45. 41% of consumers said they didn't opt in to a brand's text messages because the texts didn't provide meaningful content.[16]

Takeaway: Customers are willing to receive marketing texts that deliver immediate value (like coupons) or that provide access to meaningful content.

Texting Statistics by Industry

46. 69% of US consumers appreciate getting texts or emails from healthcare providers. Respondents noted that texts are particularly useful for appointment reminders and to give guidelines for upcoming tests.[17]

47. 33% of people received or sent a text message from/to a bank over the period Q1 2015–Q1 2016.[13]

48. 17% of people received or sent a text message from/to an educational institution over the period Q1 2015–Q1 2016.[13]

49. 15% of people received or sent a text message from/to an employer over the period Q1 2015–Q1 2016.[13]

50. 67% of US smartphone owners said they would like to receive service-based messages from banks/financial institutions.[15]

51. 64% of US smartphone owners said they would like to receive service-based messages from retail stores.[15]

52. 55% of US consumers said they would like to receive service-based messages from travel companies and delivery/restaurant businesses.[15]

Takeaway: Banks, financial institutions, healthcare providers, retail stores, travel companies and restaurants can definitely benefit from sending service-related text messages.

Whether you have already integrated text messaging into your marketing, customer service and communications strategy or you are looking to add these features in 2018, stay tuned into consumers' changing needs and demands for SMS communication.

Texting vs. Social Media

53. All digital growth is now coming from mobile, which comprises 65% of time spent online. [18]

54. In 2017, more than 70% of social referrals in the ShareThis network came from mobile phones, while another 10% came from tablets.[19]

55. 22% of U.S. adults use Twitter, but the conversation is largely dominated by just a small portion of users: 10% of users create 80% of tweets.[20]

56. The half-life of a tweet is about 24 minutes and gets 75% of its engagement in less than three hours.[21]

57. The median engagement rate on Twitter is just 0.5, indicating that the vast majority of tweets get no engagement at all.[22]

58. 90% of text messages are read within 3 minutes.[23]

59. 50% of U.S. consumers who receive branded text messages proceed to make a purchase.[24]

60. 60% of consumers say they'd redeem a mobile coupon they received via text message within a week.[25]

61. Text messaging is a primary vehicle for Application to Person (A2P) messaging, consisting of promotional alerts, appointment reminders, customer service updates, and delivery updates. 1.67 trillion Application to Person (A2P) SMS messages were sent in 2017, accounting for 75% of total market revenue.[26]

62. Two-factor authentication messages (2FA), such as those from financial institutions for authorizing transactions, accounted for 20% of traffic, or nearly 300 billion messages in 2017 – a use case for text messaging that social media can't provide.[26]

Takeaway: Texting is most similar to Twitter in terms of typical message length, and while Twitter is useful for getting a message out to a large audience, text messages are opened and engaged with at a much higher rate, and more than half of consumers say they'd act on offers such as mobile coupons within a week.

While social media shouldn't be ignored, brands can benefit from supplementing social media campaigns with personalized SMS marketing.

Additionally, text messaging offers certain use cases that can't be achieved with social media, such as two-factor authentication messaging.[3]

12 SMS & Text Message Marketing Statistics That Will Surprise You

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[3] https://www.textmagic.com/blog/text-messaging-statistics-for-businesses/

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Customers across all demographics reach for their phones dozens of times per day, opening a key opportunity for businesses and brands to reach the people who matter. Mobile technology continues to evolve, as we see the development of VR, Rich Communication Services, Voice Search and more. However, SMS marketing firmly grasps the lead as the favorite communication method of key customers over methods such as PPC or email that brands typically spend more time, money, and effort investing in.

In an age of rapid marketing method development and increasingly nuanced online strategies from competing brands, text messaging allows businesses to capture the attention, loyalty, and action of the customers they care about the most. With impressive open/response rates and favorability among customers, today's most successful businesses heed these twelve key statistics that may surprise you.

1. SMS marketing sets marketers up for other advanced mobile opportunities

Mobile Marketers are on average 79% more likely to use other mobile-specific marketing tactics if they employ SMS marketing strategies. (Source)

This is because companies that embrace SMS marketing quickly see the effectiveness of SMS marketing tactics and understand the receptiveness of their audience to the medium, informing marketing strategy all around.

Texting campaigns also set consumers up to recognize a brand's other mobile campaigns, helping with response rates and exposure, while increasing the positive light and relevance with which they view a company.

2. Using short links in mobile marketing campaigns can boost conversion rates

Branded vanity links get up to 39% more clicks than generic short links. (Source)

Branded links achieve higher CTR than generic short links because they mark the message as being directly related to your brand. Branded links become particularly important with text messaging campaigns for security and reassurance reasons. From the recipient's point of view, a link within a text could send them anywhere on the web, unless they are familiar with the domain name. Customers feel better about clicking on it, knowing your company wouldn't be associated with spam or phishing sites.

3. Rich Communication Services', the next big mobile marketing channel, will be worth billions very soon

RCS is estimated to be worth $74 billion by 2021. ([Source](#))

Rich Communication Services (RCS) messaging is touted by [Gartner](#), [TechCrunch](#), the [GSMA](#) and [OpenMarket](#) as "a messaging standard that has the potential to tie together SMS and other chat apps". It is set to overhaul SMS into a messaging system can challenge Apple's iMessage service, offering group chat, video, read receipts, and all the in-depth functionality of a webpage or APP. Developed and promoted by the GSMA Association in 2008, Google is currently adopting and developing it alongside the main carrier networks.

4. More than one-third of the world's phones aren't "smart enough" for advanced mobile-marketing

Over 35% of phone users in the world are best reached by SMS text messaging. ([Source](#))

While iPhones and Androids seem ubiquitous in major cities today, it's important to remember that nearly half of all cell phone users in the world do not own a smartphone.

This means that more advanced mobile marketing campaigns — such as those utilizing apps or QR codes — aren't accessible to nearly half of your potential global customers.

As companies look to expand to these key demographics, SMS marketing allows them to contact new markets where their competition may not be able to.

5. SMS open rates beat email nearly 5x over

90% vs 20% – Open rate of SMS compared to email open rates ([Source](#))

Compared to email, SMS text messaging boasts a considerably higher open rate. This reflects most customers' opinions of texting as a more trusted, personal way to communicate and receive marketing offers. Cheaper than many email campaigns and paired with a greater return on investment, adding SMS marketing tactics to your strategy is an easy choice.

With GDPR, changes to Gmail's layout, and increasing amounts of email being sent, the plateau of email open rates is unlikely to change anytime soon. Text messaging has a reliability about it that will see the gap between the channel's engagement rates remain for the foreseeable future.

6. Response rates to SMS marketing are 7.5x higher than email

The response rate of SMS text message marketing is 45% vs email response rates at 6% ([Source](#))

Not only are your customers more likely to open marketing offers and communications via text, but they're also more likely to interact with you when you communicate via SMS messaging.

Beyond the obvious personal element, SMS messages are generally more convenient to receive, read, and act on as consumers check their phones dozens of times a day.

SMS marketing statistics prove that texts motivate conversion through your sales funnel from the top down, whether your customers are responding to an offer you text, clicking through to your website or giving you a review of recent services.

7. Customers respond extremely fast to text messages

It takes the average person 90 seconds to respond to a text message ([Source](#))

While people are quick to respond to a text, they take up to an hour and a half to respond to an email with the same information.

This makes SMS text messaging a key marketing vehicle for time-sensitive, participation-heavy offers and events, such as contests, limited time/supply sales or event registration.

Companies can also leverage faster response rates to get real-time customer feedback on orders, customer service experiences, and brand opinions.

8. Most people don't mind receiving promotional offers via text

75% of people wouldn't mind receiving an SMS text message from a brand (after opt-in) ([Source](#))

Contrary to most people's intuition consumers report that they wouldn't mind receiving an offer from a brand via text. Customers feel this way because of the personal touch text messages come with, along with the fact that, for companies to reach out via SMS, consumers have to deliberately have opted into the communications.

SMS marketing tends to be less intrusive because of the deliberate opt-in action recipients must take. It's also more concise and does a better job of presenting the value proposition of an offer due to limited space, something consumers across all demographics and industries appreciate.

9. More than half of consumers prefer texting for support

More than 50% of customers prefer contacting support through text messaging compared to other channels. ([Source](#))

As more and more of our lives become automated, instant, and mobile-focused, customers appreciate — and expect — to have their basic questions addressed without having to dial a number and speak to a physical customer service representative. Allowing customers to contact customer support via text cuts down on annoying wait times and will enable you to automate answers to common questions, allowing [live-chat customer service](#) calls to center around providing more in-depth assistance. Additionally, proactively initiating conversations via SMS will [reduce inbound calls](#) to the customer support team.

10. The majority of people use texting for business

80% of people use texting for business purposes ([Source](#))

Today, most people mix business with pleasure when it comes to their mobile usage, whether they're talking with clients, communicating with vendors/companies, or calling loved ones.

Your customers are accustomed to using text messages for all kinds of purposes, from appointment reminders to communicating with family to leads on their next purchase. Take advantage of this open-minded approach to the use of mobile phones by finding new, innovative ways to incorporate SMS into your marketing and outreach strategies.

11. Use of SMS as a channel has grown significantly among B2C and B2B marketers

The use of SMS marketing grew 197% as a strategy in B2B efforts from 2015 to 2017 ([Source](#))

While not as saturated as other marketing channels, SMS marketing efforts have gained in B2B strategies and grown by 92% in B2C efforts. While not all your competitors are on board with text message marketing strategies, many are finding that SMS marketing statistics validate a change in approach to reach key customers.

12. More companies plan to use SMS text messaging marketing in the future compared to email

20% of marketing leaders plan on using SMS in their marketing strategies in the next 12 months ([Source](#))

SMS MARKETING STATISTICS

As more and more studies show the success of SMS marketing strategies, focus in this area has picked up steam among brands, with one in five marketing leaders planning to use SMS in the next year, compared to just fourteen percent positioned to start using email campaigns in the same time period.

Percentage of Marketing Leaders Who Use (orange) or Plan to Use (blue) the Following Channels over the Next Twelve Months ([Salesforce](#))

In conclusion, text messaging is a clear easy win for marketers to complement existing marketing strategies and engage their customers in an empathetic way.

Mobile communication doesn't have to be complicated. When you need a response from customers, why wouldn't you use the messaging platform that's getting results? And with the development of RCS, Rich Media and iMessage, you can increasingly provide the functionality and interactivity of an app or email via the tried-and-trusted format of a text.[4]

If you're considering [text marketing](#) for your business or organization, know that it's one of the most effective marketing tools available to marketers today. In fact, many of the most successful businesses and organizations prioritize [mass text messaging](#) over other marketing channels solely for the open rate and level of engagement it delivers.

However, when reviewing lists of SMS marketing statistics, it's not unreasonable to think about the phrase popularized by Mark Twain: "There are three kinds of lies: lies, damned lies, and statistics."

Sure, many text marketing statistics can be manipulated to suit the cause they represent. Additionally, the volume of statistics that support the effectiveness of text marketing can be overwhelming. Indeed, many of the marketing statistics listed below are supported by our own [case studies](#).

The fact is, [SMS marketing](#) plays a vital role in any mobile marketing strategy. Not only does it have a broader reach than any other form of direct marketing, it uses an immediate and intimate communication channel that prospects and customers prefer.

SMS Marketing Statistics You Need to Know About

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[4] https://blog.rebrandly.com/12-sms-text-message-marketing-statistics/

SMS MARKETING STATISTICS

Here are the most important SMS marketing statistics that you should know.

The Most Important SMS Marketing Statistics

The most important text marketing statistics to know are that 92% of the U.S. population owns a mobile device capable of receiving SMS messages and that 68% of the U.S. population owns a smartphone. Notably, 98% of the 18-29 age bracket owns a mobile device capable of receiving an SMS message [1].

The percentage of the population owning a smartphone is increasing each year, any mobile marketing campaign that ignores SMS text marketing also currently ignores 24% of the population. That is the equivalent of 76 million potential customers. It is also relevant that:

- Among the 18-34 year-old age bracket, text is the preferred channel for notifications from businesses. [2]

- 83% of millennials open SMS messages within 90 seconds of receiving them. [3]

- 75% of millennials prefer SMS communications for deliveries, promotions, and surveys. [4]

- 31% of consumers respond to SMS surveys, with an average response time of less than six minutes. [5]

- Consumers are more likely to open text messages before any other form of mobile communication. [6]

Immediacy and Intimacy Statistics

In addition to its broader reach and the fact that it is the preferred channel of communication for consumers to receive business notifications, SMS text marketing benefits from an immediacy and intimacy not enjoyed by other forms of direct marketing. One has only to hear the ringtone of an incoming text message to reach for the mobile phone and see who's reaching out.

Back in 2007, Morgan Stanley reported that 91% of Americans keep their mobile devices within arm's length at all times [7]. This statistic was reinforced in a 2015 study conducted by the Pew Research Center [8] that concluded cellphones and smartphones have become a mainstay in the lives of many Americans. Other SMS marketing statistics regarding immediacy and intimacy include:

- 62% of cellphone users check their devices for new messages immediately after waking up. [9]

- 79% of mobile phone users check for new messages within 15 minutes of waking up. [10]

- 48% of women check that they have their cellphone with them before leaving home. Only 26% check that they have their purse. [11]

- The average response time for a legitimate email is about 90 minutes, compared to 90 seconds for a text message. [12]

Sales Statistics

As text marketing has developed, the ways in which businesses attract customers to their goods and services has also developed. Many more retail businesses are using in-store, on-demand coupons to drive sales from customers already on their premises, while other forms of SMS marketing have become more innovative.[5]

SMS marketing has been found to have a significant positive impact on brand awareness [13], and retailers can take advantage of this by communicating with customers for non-commercial purposes such as birthdays. One recent survey found that 60% of respondents appreciated receiving non-commercial messages [14]. More sales-related text marketing statistics include:

- In-store on-demand coupons see a redemption rate of 70% - 80%. [15]

- Out-of-store on-demand coupons have a redemption rate of 30% - 50% and drive customers to your business. [16]

- SMS produces engagement rates six to eight times higher than retailers normally achieve via email marketing. [17]

- 48% of Internet consumers said they would prefer to receive their loyalty-related messages via SMS. [18]

44 Mind-Blowing SMS Marketing and Texting Statistics

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[5] https://www.eztexting.com/sms-marketing-statistics

SMS MARKETING STATISTICS

Mobile usage is exploding and becoming an increasingly powerful tool for marketers to connect with consumers around the world. Stats show that 2019 will be the biggest year yet. Although few in-depth studies focused on text messaging statistics have been done in the past, recent reports are beginning to shed light on the opportunities and help us grasp the size and potential impact for businesses

The point: SMS marketing can play a major role in developing a relationship with your customers and converting prospects. But don't rely on our word for it, we've collected the **newest and most compelling SMS texting stats** for you to see for yourself. Do your research, because at the end of the day the information will lead you to build a marketing strategy that propels your business forward.

Global Text Messaging Stats

If you need to get a sense for just how many people use mobile phones these days, and just how much we are using our phones, these text messaging statistics will paint a picture.

1. 5 billion people globally send and receive SMS messages. That's about 65% of the world's population.

2. 292 million people in North America use text messages — that's 80% of the total population.

3. The country with the highest percentage of mobile users is Russia where 89% of the population sends and receives text messages.

4. China and India have the most people who send sms messages — China comes first with 1,081 million people and India second with 730 million.

5. The mobile industry had a revenue of $1.05 trillion in 2017. That's a 1.64% annual increase.

6. 3.3 billion people access the internet via mobile.

7. Most people are using smartphones nowadays — 57% of mobile users own a smartphone.

The Future of Texting

Stats show that text messaging and mobile usage isn't slowing down any time soon. In fact, reports project it will keep growing at a strong pace through 2019 until at least 2025. It's not a trend that will pass us by, mobile is a force that's here to stay.

8. Globally, the amount of people who send and receive text messages is predicted to rise to 5.9 billion by 2025.

9. Smartphone usage is expected to increase to 77% of the global population by 2025.

10. 4G will become the leading mobile network technology worldwide in 2019, with a projected 3 billion connections.

11. There are about 1.2 billion 5G connections predicted globally by the end of 2025. Most of them will be from China the U.S. and Japan, as well as most of Europe since these four areas are leading the world in 5G deployment.

12. By 2025, two-thirds of mobile connections will be on high-speed networks.

13. Researchers predict 6 billion people will send and receive SMS text messages by 2025.

14. By 2025, a predicted 61% of the world's population will access the internet from their mobile phones.

SMS Marketing Statistics

OK, so even if you know a lot about the market now, how does any of that apply to your business? These SMS marketing stats will give you an idea of how text messaging is catching the eye of marketers and ways they're trying to adopt it in 2019.

15. People will definitely see what you send them — SMS open rates are as high as 98%.

16. You can start a conversation — As many as 45% of people reply to branded [text message blasts](#) they receive.

17. Gain an advantage over your competition — about 61% of marketers still don't use SMS.

18. Across markets, mobile's use is becoming more commonplace. 52% of business leaders in North America said it's already a major disruption in their industry.

19. Out of all the consumer behaviors that mobile is changing, 46% of North American marketers said it's having the most impact on mobile commerce.

20. 40% of North American marketers said the ability to make mobile payments is the most disruptive consumer behavior to come with mobile's rise.

21. Retail is viewed as the industry in North America using the most innovative mobile marketing techniques by 47% of marketers.

22. Despite statistics on mobile's rise, 65% of brands still don't have a formal strategy in place for bulk SMS messaging to take advantage of the amount of time we spend on our phones.

23. Stats show that 73% of businesses expect their SMS marketing budgets to increase in the next year.

24. About 33% of marketers expect to prioritize mobile loyalty schemes and coupons in their plans for next year.

Other Important SMS and MMS stats to know

One specific way to reach people on their mobile devices is through SMS and MMS marketing. Research shows this is a very effective way to talk to your consumers. More importantly, polls indicate this is the way they actually want to hear from you. People don't enjoy receiving phone calls or emails from brands as much as text messages. They're enthusiastic about text messages from businesses — the stats prove it.

25. 88% of people surveyed said text was the number one thing they use their phones for.

26. Don't rely on the old methods of getting in touch — 90% of brands said they leave voicemails to talk to consumers while 29% of consumers said they don't listen to voicemails at all.

27. 92% of U.S. adults carry text-enabled phones, 98% of smartphone users use text on a regular basis, but only 14% of companies text with consumers. There's a huge opportunity few brands are taking advantage of.

28. 85% of customers prefer receiving text messages over a phone call or email.

29. 70% of consumers want to use mobile messaging to troubleshoot issues.

30. 68% of consumers would like to use mobile messaging to contact a company with billing questions or concerns.

31. Stats demonstrate that 64% of customers want to use text messaging to make or update a reservation.

32. When it comes to updating or changing a purchase, 64% of customers say they'd prefer to use mobile messaging.

33. A majority of people — 71% of consumers — say using text messaging to communicate with a business was effective.

34. As many as 66% of consumers say they would pay more for something if it was supported by a mobile messaging channel.

35. More people send text messages than own personal computers or landline telephones.

36. 64% of consumers think companies who text value their time, are progressive and would recommend them to others.

37. 53% of consumers say they feel more positive toward a brand that uses mobile messaging to communicate.

38. 45% of consumers say the ability to send mobile messages is what could convince them to choose one brand, product or service over another.

39. Polls predict that by 2020, 85% of interactions between brands and customers will be managed without speaking.

40. 97% of companies found they communicated with consumers more efficiently after launching texting initiatives.

41. One group of early adopter of MMS for business is insurance agents. A fully 67% of agents send and receive MMS messages to send quotes and claims. They report consumers respond "within minutes" to text messages.

42. 94% of organizations already using SMS would recommend using a business texting service to colleagues.

43. Interactive content, like some SMS or MMS campaigns, generates conversions very well 70% of the time, compared to passive content stats at 36%.

44. 95% of millennials send messages daily, while four out of five consumers in total send daily messages.

How to get started with SMS or MMS marketing

SMS MARKETING STATISTICS

If reading these statistics has you interested in trying group texting or SMS marketing for your business, 2019 is year to get started. Here are a few simple actions you can take to get started.

1. Find a turn-key solution

Instead of trying to do it yourself when it comes to text marketing, while you're learning it's a good idea to partner with a provider who has experience creating text campaigns and can walk you through a simple platform to launch your own initiatives. Find an SMS software service that can spend the 1 on 1 time to get you educated, help plan your campaigns, and set up some automated text messages. SlickText provides this exact type of hands on support and an easy to use platform to get started.

2. Create a text marketing plan

Like any marketing initiative, it's important to go into text marketing with a strong plan in place so that you can be decisive and cohesive with your communications to consumers. If you need some ideas on how to create a plan, check out our SMS Marketing Guide. Remember to familiarize yourself with text marketing best practices if you're just starting out.

3. Review your strategy

Once you've initiated a marketing plan make sure you regularly review it against key performance indicators. You want to make sure your marketing dollars are well spent. If you find you need to go a step further with your strategies, implement advanced SMS marketing techniques to take your campaigns to the next level.

Adapt to mobile advantages

The text messaging statistics speak for themselves — mobile is growing and businesses that adapt are positioning themselves in the best place to make consumers happy. Don't be afraid to embrace mobile, adapting to it gives you a strong advantage over businesses who are slower to see the potential.[6]

30+ Noteworthy SMS Marketing Statistics to Know in 2019

General texting statistics

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[6] https://www.slicktext.com/blog/2018/11/44-mind-blowing-sms-marketing-and-texting-statistics/

SMS MARKETING STATISTICS

Not to be confused with newly popular internet protocol-based messaging services such as Apple iMessage and Facebook Messenger, texting is basic and straightforward and has been around since 1992. Better yet, SMS capabilities are available on virtually all smartphones. These statistics demonstrate the power of texting.

- 98% of text messages are read by the end of the day. (TextLocal, 2017)

- On average, 15,220,700 SMS messages are sent every minute worldwide. (Domo, 2017)

- Americans send roughly 26 billion text messages every day. (TextRequest, 2019)

- 58% of consumers said they've tried to reply to a missed call via text. (Zipwhip State of Texting Report, 2019)

- 74% of consumers report having zero unread texts, and only 4% report having seven or more unread texts. (Zipwhip State of Texting Report, 2019)

- The average person sends 15 texts per day. (Zipwhip State of Texting Report, 2019)

- On average, 97% of smartphone owners send text messages. During a one-week study, 100% of participants in the 18–29 age range texted at least once during that period (compared to 98% of participants in the 30–49 age range and 92% of participants in the 50 and older age range). (Pew Research Center, 2015)

- Texting makes up 33% of millennial mobile device use. (RealityMine, 2015)

- 13% of people aged 55–64 prefer talking on the phone to texting. 21% prefer reading and writing emails. In contrast, millennials between ages 18–34 are the least active users of these functions (phone: 9%; email: 12%). (RealityMine, 2015)

- Millennial women between ages 18–34 use SMS messaging three times more often than calling. (RealityMine, 2015)

Text Marketing Statistics

Businesses are starting to understand the power that text marketing holds in the digital age. Marketing campaigns that are seen are more valuable, which proves the usefulness of distributing campaigns via text message.

SMS MARKETING STATISTICS

- Multiple industries have discovered the value of business texting, with the highest use in real estate (73%), agriculture (65%), entertainment and leisure (63%) and construction, machinery and homes. (Zipwhip State of Texting Report, 2019)

- 76% of consumers said they've received some kind of text message from a business. (Zipwhip State of Texting Report, 2019)

- 67% of people would rather text with a business about appointments and scheduling than by email or phone. (Zipwhip State of Texting Report, 2019)

- Only 22% of users will read a text from a business they're not familiar with and has not given their mobile number. (TextLocal, 2017)

- Business-to-business (B2B) marketers increased SMS messaging growth by 197% between 2015 and 2017. (Salesforce State of Marketing Report, 2018)

- 39% of businesses use some form of texting to communicate with their customers. (Zipwhip State of Texting Report, 2019)

- 32% of consumers respond to promotional text messages from retailers. (TextLocal, 2017)

Text Engagement Statistics

While it's important to ensure a marketing campaign is seen by the right audience, it's also important to encourage engagement, whether it's with a loyal customer or a prospective one. These statistics show the typical engagement rates related to text messaging.

- SMS engagement rates are six to eight times higher than email marketing engagement rates. (Retail Dive, 2018)

- 29% of businesses believe SMS campaigns sent between 9 a.m. and noon, or noon and 3 p.m. are the most effective. (TextLocal, 2017)

- 67% of consumers believe delivery updates are the most effective SMS messages, followed by order confirmations (64%), appointment reminders (64%), calendar reminders (54%) and promotional coupons (49%). (TextLocal, 2017)

Text loyalty communication statistics

Loyalty text messages are useful for consumers eager to receive easily accessible promotional incentives. Pulling up a coupon received via text is much simpler than digging through an email inbox or remembering to bring a paper coupon to a store. These statistics prove the popularity of SMS loyalty communications in the retail industry.

- 48% of U.S. consumers prefer SMS loyalty communication over direct mail, email or application loyalty communications. (eMarketer, 2016)

- 21% of brand marketers use SMS for their loyalty program. (eMarketer, 2016)

- Nearly 35% of consumers prefer to receive coupons and promotional codes from retailers via text message. (CodeBreaker Consumer Mobile Engagement Report, 2018)

Health Care Text Marketing Statistics

The health care industry is realizing the benefits of text marketing, too. The following statistics show the popularity of text communications between patients and health care providers. Features like appointment reminders help patients remember and confirm appointments and also ensures fewer "no shows" for providers.

- In 2018, 5%of primary care physicians sent a direct text message to patients regarding health issues or concerns. (Statista, 2018)

- 80% of people would like the option of using their smartphone to interact with health care providers. (FICO, 2014)

- 76% of people worldwide would like to be reminded of their medical appointments. (FICO, 2014)

- 45% of pharmacists and 35% of nurses said texting was used in their facilities. (HIPAA Journal, 2018)

- 53% of pharmacists said there was a policy in place prohibiting the use of text messages for patient orders. However, 12% said texting patient orders is allowed in their facilities. 8% stated texts can only be sent when a secure platform is used, and 3% said text messages are permitted under any circumstance. (HIPAA Journal, 2018)

- 69% of people would like to receive reminders to arrange appointments or prompt them to take their medication. (FICO, 2014)

Texting is an instant solution

By the end of 2018, <u>5.1 billion people</u> around the world, or 67% of the world's population, were subscribed to mobile services. While mobile communication methods such as voicemail, direct mail and email have their benefits, there's nothing as remarkable as a text message for those who prefer instant attention. SMS marketing is an instant solution to gain instant attention.[7]

SMS Marketing Guide For Business

The average person checks their phone once every twelve minutes.

I feel like twelve minutes is a conservative figure, I'm sure Millenials and gen-Zites check their phones more per minute than they breathe!

As unfortunate as this attack on our attention spans is, it has opened new avenues for marketers. Gone are the days of door-to-door selling, sending promotional letters (is paper still a real thing?) and advertising in print media; now, digital marketing is all the craze!

Of course, marketers were quick to realise this way before tailored advertisements started popping up in your inbox and on your Facebook feed… I am, of course, referring to the good old days of SMS marketing!

But, have the above-mentioned digital marketing methods made SMS marketing obsolete? Of course not, SMSes have an open rate of 95%, compared to just 24% for emails!

Besides, SMS marketing has become a surprisingly vacant field with marketers moving to social media, which means whoever makes it the "in" thing again gets the early bird advantage.

Interested? You should be! Confident? No? Lack the right knowledge and skills? Want to know about the nuances of SMS marketing? Well, fret not, that's why I'm here, so without further ado, let's get started!

BENEFITS OF SMS MARKETING

1. REACH

To drive the point home, allow me to present some cold, hard facts to you.

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[7] https://learn.g2.com/sms-marketing-statistics

SMS MARKETING STATISTICS

In 2019, approximately 81% of American adults own a smartphone. Seems like a lot, right? Well, contrast that statistic to this: 96% of American adults own a "cell-phone" of some kind.

Well, what does that mean? Simply put, 15% of the American population is not connected to the internet via a smartphone and has access only to basic SMS services, meaning the ads of marketers who focus solely on internet marketing don't even reach them!

To put 15% into perspective, that's approximately **52.5 MILLION** people just waiting to receive your message! And these are over and above the smartphone owners, who are expected to receive your message anyway.

If we were to talk on a global scale, it gets even better. In 2019, an estimated 2.71 billion people own a smartphone. That's a lot, right? Well, wait till you hear the fact that 5 billion people own a cell-phone of some kind. The implication? Approximately **2.29 BILLION** people are left hung out to dry by internet marketers, and that's where an SMS marketer steps in.

The conclusion here is that, contrary to popular belief, there's a huge audience for SMS marketing and as an SMS marketer, filling that lacuna may prove to be very profitable.

The figures quoted above are authentic, collected by reliable sources and not apocryphal.

2. COVERAGE

While it is highly uncommon these days for people in urban jungles to experience even a second of no internet connectivity, residents of rural areas often have trouble connecting to the internet on their phones as most carrier corporations don't see it commercially feasible to invest in upgrading the coverage of their networks in these areas.

That's where SMS marketing steps in, because while these regions may not have internet connectivity, they do have basic cellular connectivity, and that's all SMS needs to work.

Of course, those in rural areas are also less likely to own a smartphone, partly because they don't see a need for it and partly because they know it'll remain a very expensive brick in the absence of decent internet connectivity, therefore, advertising to these people via SMS makes sense.

3. OPEN AND CLICK-THROUGH RATES

I've already mentioned this, so I'll keep it short and sweet. SMS advertisements have spectacular open rates, about 95%, as mentioned, however, they also have an amazing click-through rate.

What's a click-through rate? It's the percentage of people who actually interact with the SMS once they've received it (provided it's interactive). SMS advertisements have an average click-through rate of 36%.

Doesn't sound like much? Compare that to a dismal 4-point-something percent click-through rate for email marketing, and you'll realize that your audience is almost nine times more likely to follow through on an SMS advertisement than an email advertisement!

4. IT'S SURPRISINGLY CUSTOMIZABLE

Gone are the days of pixelated letters on monochromatic Nokia displays, no, with the introduction of 'rich' text messages, and with Apple's iOS leading the charge towards making SMSes as interactive and beautiful as social media messages, SMS has never been better.

This capability allows marketers to customize their campaign to any extent they desire and makes users more likely to interact with and ultimately, purchase your product.

However, use this capability with caution, because those running feature phones will not be able to interact with or even view rich-text messages, therefore, make sure your messaging lists are categorized region-wise.

5. SEGREGATION OF CHANNELS

SMS is a standalone channel, and most youngsters wouldn't go so far as to call it "social media", considering it an essential yet archaic method of communication, irrespective of the advancements SMS has made over the years.

But, is that necessarily a bad thing? While there is a business case to be made for intruding on people's private virtual spheres (by advertising on social media) to market your product, it's not very ethical or courteous, is it?

That's where SMS marketing shines. As a standalone channel, nobody really minds SMS marketing, and they're more likely to treat SMS as a dedicated domain of impersonal communication, which will work in your favour as your audience will see it as less of an annoyance. If you interested in launching an SMS campaign, take a look at our Bulk SMS solution. We will create a custom solution for your business needs for you to be able to reach your customers the best way possible.

6. SMS IS INCREDIBLY POWERFUL

SMS is no longer a bunch of characters, emojis and links haphazardly thrown together. In fact, several applications on the Play Store and the App Store utilize the power of SMS to further provide you relevant services.

Confused? Allow me to elaborate. I personally use this amazing app called 'SMS Organizer' by Microsoft. It categorizes all the texts I receive, segregates personal and impersonal communications and, after analyzing the promotional texts, recommends them to me at the opportune moment.

Still confused? Okay, for example, if you, a marketer, send me a text for a sale on your clothing brand, SMS Organizer will store it and when I'm near your store, it'll notify me of the offer you sent me. Powerful? You bet! It also keeps track of my spending, my travel schedule, hotel, restaurant and movie bookings… the list is exhausting!

Okay, I'm sure you're convinced that SMS is the way to go for business, now let's look at how to go about SMS marketing.

7. IT'S THE TWITTER OF DIGITAL MARKETING

Okay, technically, Twitter is the Twitter of digital marketing (duh!) but since texts are restricted to 160 characters each (20 more than Twitter, I know), the scope for sending long-winded texts is limited and if you wish to exceed the limit, you'd incur a significant cost.

But, this begs the question, why would you want to exceed the limit? As I've mentioned before, the attention spans of people these days are comparable to a goldfish's, so getting your point across in less characters makes sense.

One-liners, abbreviations, acronyms, etc. can be used to great effect when marketing via SMS and will prevent your text from becoming protracted and banal.

HOW DO I MAKE MY SMS MARKETING CAMPAIGN EFFECTIVE?

Before I let you in on my secrets of SMS marketing, we need to lay down some ground rules that you absolutely cannot break, not only while engaging in SMS marketing but also while engaging in marketing of any sort.

Remember, marketing is more than advertising or selling or a combination of stuff like this. Marketing is a catch-all term that is also greater than the sum of its parts, and the primary purpose of marketing is to fill a need and do so profitably.

Therefore, a good marketer identifies a need in the market, identifies who needs something, what it is they need, when they need it, at what price point they need it, etc. And then tries to fulfil the need as efficiently, as effectively and most importantly, as profitably as possible.

The same rules apply to SMS marketing. When sending out your texts, make sure that there is a rhyme and reason to them that they are being sent at just the right moment and to the right people.

Of course, 100% accuracy is neither required nor possible, so you should try your best.

Preaching done, let me give you some concrete tips!

1. GET CLEAR

The first step is to get clarity, and the best way to do that is to ask yourself questions.

What am I marketing? Why am I marketing this? Who am I marketing this to? And so on. You can start by answering the first question; some things that are usually marketed or communicated via SMS are:

- New goods
- New services
- Sales and offers
- Notifications
- Delivery updates
- Appointment reminders
- Important news
- Support

Once you have identified what it is you're conveying via text, you can tailor the text accordingly, keeping in mind the target audience. Who are you marketing to?

If you are, say, SMSing senior citizens, make sure the message is well-punctuated, devoid of slang and modern jargon and gets directly to the point. Conversely, if you're marketing to a younger demographic, some well-placed slangs, jargon and TLAs will make the message infinitely more attractive.

This has been but one example of how getting clarity and adapting your strategy by questioning it (even if those questions get harsh at times) works, and in this rapidly changing world, adapting is crucial to survival.

2. KEYWORD AND SHORTCODE

The keyword and the shortcode are two of the most important components of SMS marketing.

What is the keyword? In the kind of interactive text where the lead has to reply with a specific word or phrase, that word or phrase is called the keyword.

What is the shortcode? Well, a large portion of SMS marketers use the sort of services wherein replies are not supported by the sender which sent the promotional text, so you might have to send the keyword (explained above) to a specific number.

This number won't be anything like a normal number, it'll have some sort of pattern (though that's not necessary) to make it easy to remember and it's usually pretty short, around five digits, which is why it's called a shortcode.

Why is it important to have a keyword and a shortcode? Firstly, a keyword is precise; the intention of the sender is clear. Secondly, a shortcode is easy to type and remember. Thirdly, it prevents digital clutter from accumulating. Lastly, several keywords can be used on the same shortcode for different actions.

3. GET PERSONAL

No, I'm not telling you to pick a fight with the lead, no, to the contrary, make your message as personal as possible so that it appeals to the lead.

How do you make your message personal? It's actually very simple. Don't make your message sound like it was written by a robot, a human that functions like a robot or a person who couldn't be bothered to care.

One very effective method of going about this is to include tons of pronouns. Do not call the lead a "customer", "lead" or something of the sort, because that's borderline derogatory! Instead, use "we", "I", "you", "us", etc.

Why should make your message personal? What's wrong with an impersonal message? An impersonal message is incredibly run-of-the-mill and reeks of cold-selling, and nobody wants to hear borderline corporate-speak.

Instead, when you make your message personal, you make the lead feel like they deserve your attention and that they are being attended to as well. It can also alleviate bad moods, such as blues, as it gives off a feeling of warmth.

4. DON'T BEAT AROUND THE BUSH

SMS marketing is an art, and like an effective speech, rhetoric and fillers have to be carefully employed. However, since attention spans are short, character count is limited and people are generally time-starved, it's best to send out a crisp and clear message.

The best way of doing so is to include a CTA, or a call-to-action, which is usually a prompt directing the lead to follow through, usually by clicking a hyperlink. Most leads are likely to skim through the message instead of reading it thoroughly, so in case they're interested, they should have a way of following-through at their tips.

5. TAKE TIME-ZONES INTO ACCOUNT

The U.S.A. itself has six time-zones, and the world has twenty-four in total, and you don't want to annoy your lead by waking them up from their slumber at 2 am, do you?

Taking time-zones into account can be immensely beneficial, for example, if you're advertising an offer or a promotional scheme for, say, a clothes line, do so after lunch-time, since people tend to be more generous on a full stomach. Similarly, something austere like an insurance scheme is better advertised in the morning on a weekday.

6. CULTIVATE AND GROW THE RELATIONSHIP

SMS marketing is great for initiating relationships, however, most marketers make the fatal mistake of not cultivating and growing the relationship, which makes the lead feel alienated from your campaign.

Refer to previous exchanges, send out person-specific offers and some well-timed follow-up messages, such as feedback forms, go a long way towards making leads feel part of the brand.

Beware, however, of going overboard, as too many messages will lead to your campaign being perceived as annoying and intrusive.

7. MAKE THE MESSAGE INTERACTIVE

I've mentioned this previously, so I'll keep this short. Nobody likes to hear a monologue, but everybody loves a dialogue, therefore, make the message as interactive as possible.

While the scope for interaction in SMS is not as high as, say, a message sent via social media, they can still be made pretty interactive. The first and foremost element that will make your message more interactive is a hyperlink, covered previously when I talk about CTAs.

Another efficient way of making your texts more interactive is to send questionnaires powered by the servers.

For example, you could ask a lead, "Feeling the heat this season? Interested in buying an air-conditioner @ 50% off? Y/N." The interactive nature of the SMS paired with an irresistible offer makes the lead very likely to at least interact with the text, if not purchase the product.

If, somehow, you were able to identify those using iOS devices, you could include animated gifs or emojis whatever new-fangled technology the kids are using on SMS these days!

8. SHORTEN YOUR LINKS

While shortening your links is a standard best practice, you'd be surprised at how many people simply forget or don't know that they should do it.

Instead of sending out a protracted link that usurps precious characters and makes the SMS ugly, you could use a link-shortening service to preserve space and make the message attractive.

9. OFFER SMS-ONLY INCENTIVES

While I'm a little hazy on the current legal position, to the best of my knowledge, the government mandates SMS marketers to send a consent text prior to beginning their marketing, meaning the lead has to explicitly consent to receiving your messages.

The silver lining to this cloud is that those who consent to receiving your messages are actually interested in them, and it's only fair to reward their enthusiasm, right? Right!

That's why it's advisable for you to offer to leads who are loyal to your SMS marketing campaign some exclusive incentives. You could, for instance, if you run a digital store, send a coupon code exclusively to your SMS-minions, boosting their loyalty and your audience.

10. AUTOMATE YOUR CAMPAIGN

You could work very hard to reach the top. You could choose to bury your head in the sand like an ostrich and remain oblivious to the technological advancements. You could sacrifice leisure for doing something which a machine can do without getting tired.

See what I mean? Work hard, but more importantly, work smart.

The way to incorporate that into your SMS marketing campaign is by automating your campaign. Once you have the data of your leads, segregate them on whatever basis you wish to. I usually have three groups, i.e., based on age group, based on time-zone and based on loyalty. You can create your own lists and groups.

Next, software like Zapier can make the process even simpler for you, as it will combine with most social media platforms, such as Facebook, and extract lead information from there as well, combining it with the information you've already gathered.

THINGS TO LOOK OUT FOR

You should keep the following in mind while preparing your campaign.

1. LEGALITY

As mentioned above, my knowledge of the laws surrounding the area is sketchy, so it's best to do your own research or consult a lawyer (I have hired one for peace of mind). It's best to do this as any violation may lead to hefty penalties.

2. SENSITIVITIES

It is very important to not touch any nerves. Keep your messages as neutral and as politically correct as possible. Don't make them boring, but don't make them obscene either. After all, you're not on primetime, are you?

3. HONORING THE DEAL

You shouldn't, even by accident, put out something that you don't intend on honoring. So, an offer for 50% discount on your product must be honored, otherwise it'll lead to a tarnished reputation and might invite legal trouble.

CONCLUSION

SMS marketing has been wrongly assumed to be obsolete, with open rates and follow-through rates putting "traditional" marketing methods like email marketing and social media marketing to shame.

As it is slightly different, it is important to appreciate the nuances of SMS marketing. This guide contains almost everything you'll need on your journey of SMS marketing, and the tips contained herein should see plenty of leads converted into customers.[8]

10 Inspiring bulk text message stats for your business

A bulk text message system is still one of the most efficient ways you can market your business in the world today. Along with integrating with various other social and mobile media, these individual text messages are forging new pathways in two-way communication for all sorts of apps, websites and businesses online.

Here are 10 inspiring bulk text message stats to help you decide whether this technology is worth using in the modern age.

Stat #1: 96% of smartphone users use SMS

Think smartphone users don't bother with SMS anymore? In the latest marketing survey, reports indicate that nearly all users are still highly active on SMS, despite there being other mediums like chat, social networks, and the internet.

Stat #2: SMS marketing is 10X more effective

If you need a bulk text message system for marketing, you're in luck. Recent research has indicated that SMS marketing coupons are redeemed 10 times more often than other types of redeemable coupon. For foot-traffic businesses, this is a must-have.

Stat #3: 80% of consumers are waiting for you

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[8] https://www.apifonica.com/blog/sms-marketing.html

There are some 80% of consumers that have said they have not been marketed to via SMS by one their favorite brands. This means that there is still a low market penetration in your niche, and that bulk text message techniques will work well.

Stat #4: SMS has higher engagement rates

A bulk text message system has the ability to produce 6-8 times higher engagement rates than email. This may be due to email spam, or the infrequency of text marketing. Either way, the key takeaway here is that SMS creates more engagement for your company.

Stat #5: The average person looks at their phone 150 times a day

According to Nokia, we glance at our phones some 150 times every single day, which means that we WANT our information to be delivered to us via our cell phones. Otherwise, why would we keep checking for new information?

Stat #6: 178 texts vs 1,216 emails

Even though bulk text message marketing is high-impact, we only receive around 178 texts a month, mostly from friends. On the other hand, we receive over 1,216 emails from people - mostly spammers. Clearly, SMS is a better marketing delivery system.

Stat #7: 98% message open rate

SMS has the highest of all the 'message open' rates in existence. Topping the list at 98% is SMS, as opposed to 29% with tweets, 22% with Facebook posts and 22% with email. At least with SMS, your bulk text message won't be missed.

Stat #8: 19% SMS vs 4.2% email click-through rate

According to Mailchimp, only 4.2% of all emails result in clicks - which is quite a low rate for direct marketing. A bulk text message system, however, sends out SMSes that have a 19% click through rate, making it one of the #1 ways to perform lead generation online.

Stat #9: 68% of all your customers want offers via bulk text message

There must be a catch right? Nope! Some 68% of all of your UK clients would prefer to receive their marketing offers directly on their mobile phones. In the US this number goes up to 70%, proving once again that SMS is a powerhouse marketing tool.

Stat #10: 90% loyalty program value

At least 90% of mobile users that have participated in a loyalty program via SMS found that they had experienced some real value from it. Exclusive deals work especially well in bulk text message loyalty programs.

These 10 stats don't lie! Bulk text message systems are only gaining weight, reach and value with customers all over the world. If you are looking for a qualified method of reaching out to your customers, but you also insist on the highest marketing rates - then SMS marketing is almost certainly the avenue you have been searching for. Have a look at Clickatell Platform - our bulk text messaging gateway that makes sending your SMS campaigns easy, quick, and a whole lot more effective.[9]

The Top 5 Text Marketing Statistics You Need to Know

You've heard it all before: SMS marketing is the future, everything needs to be mobile, and if you don't follow the first two items then you're missing out…big time. Despite how often these statements are reiterated, it doesn't seem to stick and text message marketing is severely under-utilized. If you're a marketer reluctant to give SMS marketing a shot, take a look at the five text marketing statistics below and see if we can change your mind.

Top 5 Text Marketing Statistics

Text messages have an open rate of over 95%

When was the last time you reached 95% of your audience at once? What about 80%? 60%? With SMS text marketing, the average open rate is 98% — pretty crazy, right? SMS messages boast the highest open rate for a communication channel that is accessible to marketers.

Text messages are read within 3 minutes of being received

As if a high open rate wasn't enough, most text messages are read within three minutes of being received. Imagine sending a message and having 98% of your recipients open it in less than five minutes. With SMS marketing, that is entirely possible.

Customers are 10x more likely to use mobile coupons

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[9] https://www.clickatell.com/articles/digital-marketing/10-inspiring-bulk-text-message-stats-for-your-biz-bulksms/

When compared to email or print, mobile coupons are 10 times more likely to be used. Sick of wasting paper printing off coupons hardly anyone is using? Try sending your contacts coupons via text message and see the customers roll in to redeem them.

SMS marketing is 6-8x more engaging

When was the last time you actively reviewed an email and were immediately drawn in? Did you read the whole email? Have you received a promotional text message lately? Chances are if you did that you read the whole thing. SMS marketing is 6 to 8 times more engaging than email marketing, which makes sense. SMS marketing is immediate, short, and easy to process. It doesn't involve the time commitment that email does.

90% of all adults own a cell phone

The majority of adults have a cell phone or smartphone, 90% to be exact. This number includes 74% of seniors, 88% of those between 50 and 64, and 97% of those under the age of 49. Text messaging is not just for the younger generation; you can reach any age demographic through SMS.[10]

SMS Marketing Trends And Statistics - 2018

According to SMS Marketing Trends & Statistics – 2018 that how it works and how you as a brand can communicate more holistically and improve your marketing using SMS marketing, Read more

These days **SMS is on the upswing of every business** to communicate with their valuable customers. Every person uses the mobile phone and an SMS is the most convenient and easiest way to communicate and send business-related information. It is the most effective way to get a responsive and committed audience.

According to info graphics, more than 97 percent of messages are read by the people and their response rate is around 48 percent which is only five to six percent in case of email. Moreover, there are many countries across the globe where internet services are not preferred or are not present. In this scenario, SMS is the most adopted method to procure preparative communications.

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[10] https://www.simplycast.com/blog/the-top-5-sms-marketing-statistics-you-need-to-know/#post

To know the latest marketing trends and statistics of SMS, go through the following information graphics of 2018

• **Global SMS users**

Approximately 66 percent of the total population is **using SMS service for business communication** in the year 2018. The number is almost doubled in last five years.

• **Response rate**

The response rate of an SMS is very high than in an email, phone call or social media platform. According to info graphics, an email has a response rate of ninety minutes whereas a person can respond to an SMS in just ninety seconds.

• **The number of SMSes sent**

There are approximately five hundred million messages sent in a day that is around 182 billion in a year globally. These vast numbers made the messaging service the fastest growing marketing route.

• **Business SMS users**

SMS MARKETING STATISTICS

Due to fast-growing market and SMS users, eight out of ten businesses **use text messaging service for communication** and promotion. These business users are growing every year and are likely to reach a large extent by the year 2020.

Trends

Following are the trends that are urging the messaging drive:

• AI is the new buzzword

Artificial intelligence is the new buzzword in SMS marketing. It is reinventing the entire scope of communication and taking the customer experience level to an entirely new height. A whopping number of marketing executives believe AI will revolutionize marketing by 2020. An **AI based SMS marketing**. Predictive technology, natural language processing, chat bots are changing the way we communicate and they are channelizing communication system for better interactivity and decision making.

• Content diversification

Marketers are increasingly investing their time and effort designing highly sophisticated variety of pinpointed content that matters. Gone are the days when brands needed to target audience using plain and simple words. Although simplicity has no substitute; brands that connect and collaborate with their audience using varied forms of content and context usually reach out to more set of audiences holistically.

Diversified Content Could Necessarily Be Used In Following Ways:

• Graphical representation of an idea

• Case studies with CTA

• Mixed media content

• Video content (Linked with text)

Some of the above-mentioned content might not be at all synced with the format of contextual marketing. A smartphone might not be able to play a video content integrated in its text messaging inbox. In order to meet the challenge; brands should reinvent their content strategy and integrate more meaningful yet interactive types of content in SMS. Mixed media in which you talk less but inspires action with a CTA (usually a link) is one form of specialized communication that works!

• Personalization

The new norm of communication is to use sophisticated words that work. And in order to gain interest of users, the most important thing that matters is personalization. The more personally you reach to audiences, better can you channelize your efforts?

• Customer feedback

A good number of tools and technologies are being increasingly used to receive highly sophisticated type of response and analytics; which are **regulating the SMS marketing**

SMS MARKETING STATISTICS

eco system. In order to win the market and make an edge; brands need to be very decisive and thus they need to use customer feedback system using latest tools.

Please check some of the other trends and deciders that are making an impact in the SMS marketing industry.

Below mention are Some of the trends that are making an impact of SMS are

Some of the trends that are making an impact of SMS are

- One time passwords
- Alerts and Push Notifications
- Event reminders
- Customer Support

• One time passwords

It is very important for a business to provide safety and security to its customers. To avoid any fraud or breach businesses provide A2P texts to its customer for secure communication.

• Alerts and Push Notifications

For secure login, password sharing and resets businesses use Application-to-person (A2P) texts. By the year 2018, approximately 2 trillion texts are sent globally.

• Event reminders

SMS is an easiest and fastest method to send reminders, pickups, delivery notifications and event invitations.

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• Customer Support

A better and efficient customer support is possible through SMS by providing quick answers to customer queries, payment confirmation and stock availability etc.

According to SMS Marketing Trends 2018, SMS has proved very effective for engaging customers. It is one of the most used and efficient channels of marketing and communication in the year 2018.

Then, beginning onwards, the SMS marketing will continuously be in trend and it will keep on rocking the ecosystem of communication by providing useful information.[11]

30 Mobile Statistics of 2018 to Inspire Your Business Marketing

Mobile marketing statistics of 2018

Marketing and mobile trends are changing every second.

An increase in the popularity of smartphones across the globe has led to a mobile-first world. In fact, chances are, you're probably reading this on a mobile device.

Need some inspiration for your business marketing? We've gathered 30 of the most relevant mobile statistics of 2018:

1) Mobile website traffic has risen again and now accounts for 52.2% of all online traffic worldwide (Statista)

2) 16% of US internet users will go online exclusively via mobile phones in 2018 (eMarketer)

3) By the end of 2018 mobile advertising will represent 72% of all US digital ad spend (MarketingLand)

4) SMS response rates are 8 times higher than email (RetailDive)
Consider SMS software for a more dynamic communication method. Consumers are constantly carrying their mobile phones giving you a greater chance at receiving a response by using SMS.

5) 71% of teenagers watch over 3 hours of videos online per day (ThinkWithGoogle)

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[11] https://www.broadnet.me/blog/sms-marketing-trends-and-statistics-dash-2018

6) Mobile use is most popular between 8pm and 12am (SmartInsights)

7) 57% of consumers won't recommend a business with a poorly designed mobile website (socPub)

8) 82% of customers use their mobile phone to help make a decision when purchasing in-store (Omnicore)

9) 23 billion SMS messages will be sent every day in 2018 (PortioResearch)
From personal messages, to one-time-passwords and promotional material – SMS is being used more frequently every year!

10) 50% of people will check their smartphone immediately after waking up (Omnicore)

11) 1 in 3 banks are expected to adopt commercial blockchain in 2018 (UpWork)

12) Consumers are expected to spend $930 billion US dollars using mobile payment applications (UpWork)

13) 8 in 10 users will access their email accounts exclusively from mobile devices (ImpactBound)

14) 75% of millennials prefer to communicate via text about appointments, coupons and deliveries (CustomerThink)
SMS as a B2C communication tool will continue to rise in popularity with young adults and future generations preferring its use over traditional methods such as calls and emails.

15) 55% of teenagers are using voice search daily (CitrusBits)

16) 85% of Twitter activity will be from a mobile device (WSJ)

17) The most common mobile phone screen size is between 5 and 5.5 inches (TechCrunch)

18) There will be 5.1 billion mobile phone users in 2018 (WeAreSocial)

19) The UAE has the highest percentage of smartphone users with 82.2% (NewZoo)

20) In China there are 775 million smartphone users – the most in the world (NewZoo)
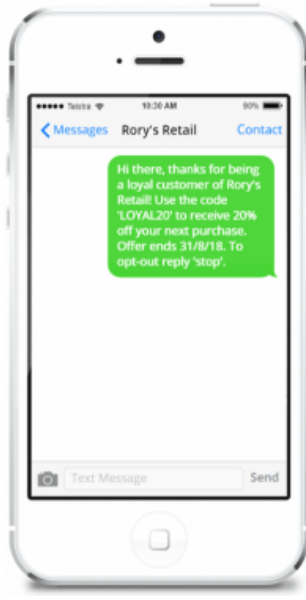
21) Appointment reminders via SMS can reduce missed appointments by

26% (MobileMarketingWatch)

Businesses can save valuable time and money by reducing missed appointments. Find out the best time to send an SMS to maximize attendance rates.

22) The iPhone X was the most purchased smartphone in Q1 of 2018 with 16 million sales (CNET)

23) Samsung devices had the highest market share in Q1 of 2018 with 23% (CNET)

24) 87% of millennials state that their smartphone never leaves their side (KPCB)

25) 75% of consumers want to use NFC payment technology when in store (BrickAndMobile)

26) 69% of consumers are more likely to buy from companies whose mobile site help them find answers to their questions (PixelUnion)

27) 9 in 10 users who enroll in SMS loyalty programs feel like they gained value from it (BrickAndMobile)

SMS coupons and rewards are an effective way to build loyalty with your customers. The personal touch of an SMS is a great way to set your business apart from competitors.

28) 32% of consumers wish mobile websites were easier to complete purchases (Jody)

29) In 2018 SMS holds an open rate of 98% ([HuffingtonPost](#))

30) Smartphone users listen to an average of 50 minutes of audio on their smartphone each day ([eMarketer](#))

Final Thoughts:

- Nearly every business needs a mobile marketing strategy

- Customers are demanding a greater mobile experience from businesses

- Marketers across the globe have already adopted a mobile-first approach (don't fall behind!)

- SMS will continue to be a dominant marketing platform

- Mobile use will only get higher with the most popular users being young adults[12]

5 Stats That Prove 2017 Is The Year For SMS Marketing

Using the latest market-research from The State of SMS, I've assembled some key lessons about the UK's fastest growing marketing channel, and why your business should consider using it.

By 2020, 48.7 million consumers will opt in to receive business SMS

The power of SMS is increasing on a daily basis as more consumers opt in to receive communications from them via the channel. By the end of 2016, the figure stood at 37.2 million and is set to rise to 48.7 million in 2020. These figures not only make SMS the fastest growing marketing channel in the UK, but also the most appetizing for businesses.

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[12] https://www.smsglobal.com/blog/business-marketing-mobile-statistics/

2020	48,654,480
2019	47,029,249
2018	44,566,089
2017	41,293,702
2016	37,167,944
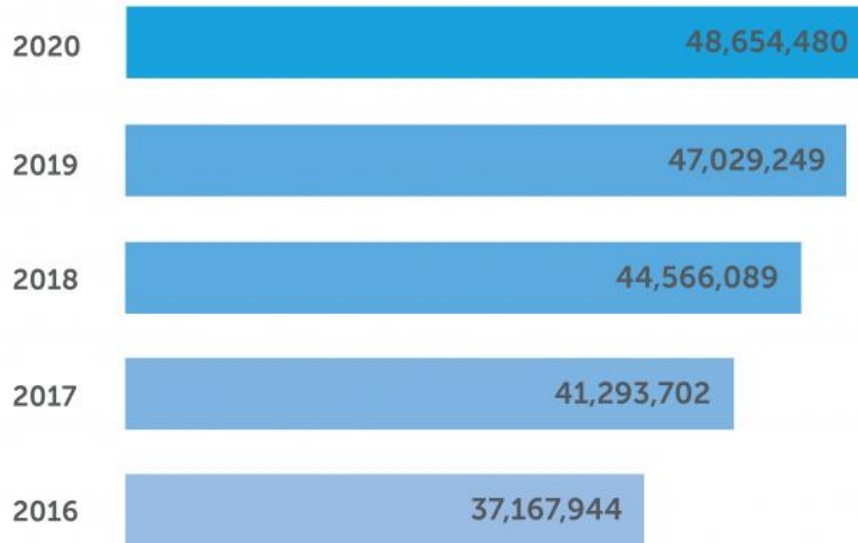
6.3 billion Business SMS will be read within the first 3 minutes

Incredibly, a staggering 7 billion text messages will be sent this year. And when you consider that 90% of SMS are read within the first three minutes, this equates to 6.3 billion. That's a significant amount of exposure for any business or organization.

Businesses are only operating the SMS channel at 38% capacity

On average, across the sectors researched, businesses this year will only be operating the SMS channel at 38% capacity. What I mean by this is the number of messages sent per sector, per annum, will fall short of the amount consumers are happy to receive.

This fact is incredible when you consider the wide range of features that come hand in hand with SMS marketing. Whether you want to send a customized SMS voucher to boost sales, or a mobile survey to gather vital customer feedback, the text messaging channel presents a bottomless pit of opportunity.

SMS boasts a higher response rate than mobile advertising

To put this into context, I've compared the performance of SMS versus the much-hyped mobile advertising (below). Examples of mobile advertising would include: banner ads, mobile search advertising and mobile video bumpers.

Actions taken:	SMS	Mobile advertising
Purchased a good or service via your mobile phone immediately	3%	2%
Gone in-store to make the purchase	8%	4%
Purchased a good or service via an alternative device (PC/Mac or tablet)	8%	6%
Purchased a good or service via your mobile phone at a later time	7%	5%
Booked an appointment	10%	n/a
Downloaded an app	9%	3%

As the table suggests, SMS generates a higher response rate than mobile advertising in every example.

23.5 million people will respond to a business text messages in 2017

SMS marketing is also highly effective in generating response rates. It's believed that a staggering 23.5 million people will respond to a business SMS this year. And when you consider how many people have opted in to receive branded SMS (37.1 million), that's a huge proportion of them.

Further research made for The State of SMS also revealed that the average response rate for a bulk SMS campaign is 32%. In fact, when you compare this percentage with other channels, it's almost unheard of. The peak response rate for an email is less than 23% across all industries – and that's not even considering the time it's took for the customer to actually read it. Similarly, 62% of small business owners believe that boosted Facebook Ads are missing their targets – stating that they generate a lot of traffic and impressions, but offer no real penetration. However, that's not to say that email marketing and social media aren't effective. In fact, it's still an integral part of the marketing cog.

My point is; there's a change in emphasis and businesses are starting to take note of text messaging. Of course, like any other marketing channel, SMS requires a certain level of thought. When is the optimal time to send out a campaign? How do I build a mobile database using short codes and keywords?

But the underlining fact remains; SMS is here and will continue to grow in 2017. The question is: when will you try it?[13]

4 Stats to Prove Your Small Business Needs SMS in Your Marketing Game Plan

Not long ago, the mobile technology known as Short Message Service was set to change the way we communicate and conduct business. In Finland, home of the respected Nokia mobile brand, SMS banking was very common in the 1990s. These days, SMS retail payments and money transfers are part of daily life in Kenya. In the United States, small business owners are beginning to rediscover the power of SMS marketing, and the following statistics explain why:

Text Messaging Has a 45% Response Rate

When compared to email and social media communications, text messages have a very strong response rate. As of 2018, the response rate of email messages was only six percent while text messages enjoyed a 45 percent response rate. It is easier to understand this statistic within the context of spam, which currently takes up more than 80 percent of email communications.

98% of Sent Text Messages are Read

Virtually all mobile devices are capable of receiving and replying to text messages. SMS is an out-of-the-box feature that does not require internet connections or app installations. When a text message is sent to a mobile device, there is a 98 percent chance that it will be read. These prevalent aspects of SMS technology make it very attractive for small business marketing.

More Than 50% of Consumers Prefer Texting

More than 50 percent of consumers enjoy the idea of interacting with customer support via text messages. Some of the most common customer services queries that can be handled via SMS include: payment confirmations, availability of products, and status of order processing or shipping. In the past, these communications were largely handled by email, but the current glut of spam makes SMS a better option.

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[13] https://www.textlocal.com/blog/2017/06/16/5-stats-that-prove-2017-is-the-year-for-sms-marketing/

75% of Consumers Want Texts with Special Offers

According to Digital Marketing Magazine, three quarters of all consumers would like to see special offers, discounts and coupons delivered to their smartphones via SMS. A recommended strategy in this regard is to create call-to-action messages with a certain sense of urgency. Limited-time offers that must be redeemed at a specific location are great for increasing store traffic. Another strategy is to encourage recipients to forward coupons to their friends and loved ones.

In the end, even though the Short Message Service is now a legacy media outlet, small business owners should not ignore it. With the right SMS services for small businesses, company owners can greatly improve their customer acquisition and retention processes.[14]

Fascinating Facts: Remarkable SMS Marketing Statistics

SMS provides a golden opportunity for marketers, brands, and businesses to reach their target audiences quickly and efficiently. In spite of the evolution of mobile technology, *SMS marketing* and *bulk SMS* remain at the forefront and the favored channel for communication with consumers.

There are some key statistics relating to SMS marketing which savvy business owners need to be aware of in order to hold a competitive edge in an ever-more-crowded marketplace.

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[14] https://www.smallbizdaily.com/4-stats-prove-small-business-sms-marketing-game-plan/

SMS MARKETING STATISTICS

1. **Conversion Rates are boosted by Short Links** – and branded links achieve a click-through-rate of 39% more than generic links. This is directly related to the trust a consumer has for their preferred brands and the perception of security.

2. **SMS has open rates 5x those for Email** – most consumers perceive SMS as being a trusted and personalized mode of communication. It is more cost-effective than email and provides a better return on investment for marketers and business owners.


3. **SMS Response Rates exceed those for Email by 750%** – email response rates average just 6% compared with 45% for SMS. SMS is more convenient and is by far the preferred channel for B2C communications. When your offers and other marketing material are sent via SMS, they're more likely to:

a. Be Opened

b. Be Responded To

c. Convert to Sales

4. **By 2021, *RCS* is Estimated to be Worth almost USD $75 Billion** – *RCS*, or rich communication services, will combine SMS with other chat apps, overhauling traditional SMS into a messaging channel that will feature read receipts, group chat, video, and other high-level functionality features. It is currently in development by Google and other major carrier networks.
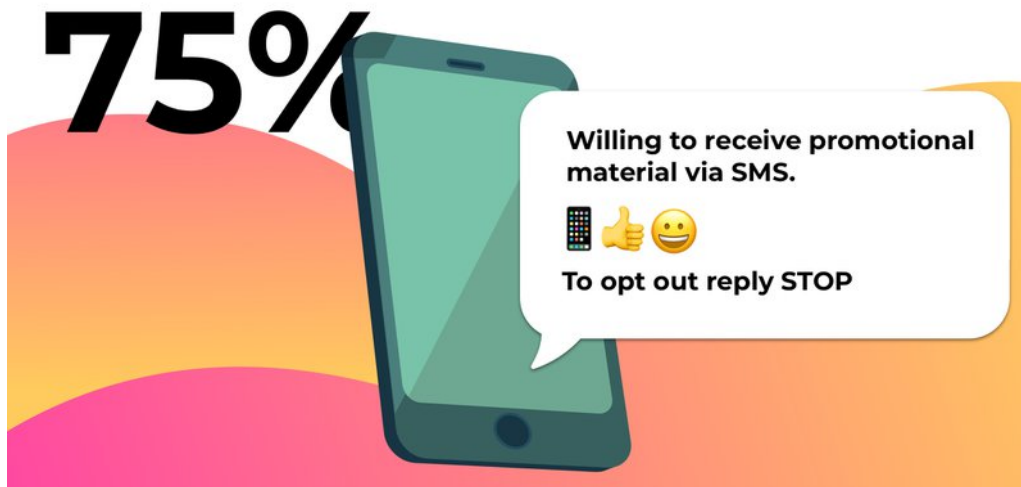
5. **75% of Consumers are willing to receive promotional material via SMS.** This is a direct result of the opt-in nature of SMS marketing.

6. **Most consumers prefer to text for Customer Support** – SMS is by far superior for customer support purposes than email or voice calls. It requires shorter wait times, allows for automated responses to frequently asked questions, and reduces inbound calls to call centres, cutting costs in the long term.

7. **Most people prefer SMS for business communications** – in fact, 80% of people use SMS for business communications. SMS is convenient, unobtrusive, and fast with almost instant delivery of messages.

8. **SMS Marketing is growing faster than Email Marketing**

It's important for marketers to understand that half of the world's consumers do not own a smartphone. Hence, more than a third of mobile phones globally are not advanced enough to utilise QR codes, apps, and other advanced features of mobile marketing. SMS provides a one-size-fits-all solution to this.[15]

20 Stats That Confirm You Need SMS Marketing

The statistics for mobile marketing cannot be ignored. And the stats for how consumers interact and respond to SMS marketing go through the roof.

As mobile technology improves, businesses have the tools to improve their service and make life easier for customers. And it also gives you the opportunity to reach customers with your promotional offers.

Furthermore, mobile devices are virtually ever-present. The portable digital directories harbour a wealth of information. But with so much competition on the internet, it is difficult for small businesses to be visible online.

But there is an alternative solution. And one that can be easily integrated into your existing marketing strategy.

SMS marketing gives small businesses the opportunity to reach customers and drive them to your website or mobile app. And ultimately your brick and mortar store.

Take a look at the statistics for SMS marketing and you will realise this is one weapon you cannot afford to leave out of your marketing arsenal.

SMS Marketing Statistics:

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[15] https://blog.clicksend.com/2019/05/fascinating-facts-remarkable-sms-marketing-statistics/

SMS MARKETING STATISTICS

- SMS marketing messages have an open rate of 98% (Dynmark). Compare this with a 22.7 per cent open rate for email and you get a good idea of how much more powerful SMS marketing is.

- SMS is the most direct marketing channel for reaching customers. 90% of SMS marketing messages are read within 3 seconds (Adobe). Another common statistic you will also see is that over 90% of SMS marketing messages are read within the first 15 minutes.

- Businesses recognize the value of SMS marketing so much the spending for mobile advertising is estimated to reach about $200 billion by 2019. (Moby Affiliates) Coca-Cola spends 75% of their mobile marketing budget on SMS.

- Text messaging is the most widely used data service in the world. (Nielsen)

- Time spent of digital media in the U.S. has grown more than 50 percent since 2013 (ComScore)

- In 2015, mobile marketing strategies influenced $1 trillion worth of retail sales in the US. (Media Post) And it is still early days for mobile marketing.

- Purchase rates on mobile are up 22% in the past two years. (Think with Google)

- At least 40% of all mobile searches have search intent. Microsoft claim this figure is 53%, but either way, the numbers are pretty high and are more likely to go up than down. (Screenwerk)

- Businesses that are optimized for local search, can expect 70% of mobile customers to take action. This is the power for mobile marketing (Forbes)

- On average, text messages have a 45% response rate. (Velocify)

- 88% of consumers who search for a local business on a mobile device call or visit that business within 24 hours. (Nectafy)

- 86% of shoppers say they benefit from stores that offer coupons on mobile phones (Scan Life)

- The use of mobile apps grew by 58% in 2015 and is expected to hit $101 billion by 2020 (Venturebeat)

- 42% of B2B researchers use their mobiles to make a purchasing decision throughout the entire course of the purchasing path (Think With Google)

- 39% of customers say they are more likely to make a purchase when they receive a personalized mobile coupon. (Koupon) And there is nothing more personal in the digital sphere than a text message.

- Nine in ten mobile coupons are redeemed for both online or offline shopping. (eMarketer)

- The majority of consumers in the US would prefer to receive customer support via text (eweek)

- 75% of consumers say they prefer to receive promotional offers via a text message (Digital Marketing Magazine)

- Including SMS messages in the purchasing path increases conversion rate (Velocify)

- According to a poll conducted by Harris Interactive, 64 per cent of consumers in the US would rather send a text to a business than call (CIO Today)

Mobile marketing has been growing exponentially since 2013 and the growth is expected to sky-rocket as mobile technology improves and consumers adopt the convenience of mobile shopping.

As businesses look for direct channels to reach customers, SMS marketing provides you with a powerful platform that ensure your promotional offers and marketing messages are seen.[16]

37 Remarkable SMS Marketing And Text Messaging Statistics

Cell phone communication is breaking all usage records and becoming an increasingly vital tool for marketers to connect with consumers, both around the block and around the world. According to research, 2019 will be the biggest year on record. Recent reports shed light on the opportunities and help us grasp the enormous potential and impact this has for businesses.

The point: SMS marketing can play a major role in developing a relationship with your customers and converting prospects. But don't rely on our word for it, BizText247has collected the most up to date and compelling SMS texting numbers for you to see for yourself. Do your

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[16] https://www.jooksms.com/blog/20-stats-that-confirm-you-need-sms-marketing-665/

research, because at the end of the day the information will lead you to build a marketing strategy that propels your business forward.

Worldwide Text Messaging Stats

If you need a feel for just how many people use <u>mobile devices</u> to communicate these days, and just how much we are attached to our phones, these text messaging numbers will illustrate that for you.

1. 5 billion people globally send and receive SMS messages. That's about 65% of the world's population.
2. 292 million people in North America use text messages — that's 80% of the total population.
3. The country with the highest percentage of mobile users is Russia where 89% of the population sends and receives text messages.
4. China and India have the most people who send SMS messages – China comes in first with 1,082 million people and India second with 732 million.
5. The mobile industry had a revenue of $1.06 trillion in 2018. That's a 1.65% annual increase.
6. 3.4 billion people access the internet via mobile.
7. Most people are using smartphones these days — 58% of mobile users own a smartphone.

The Future of Texting

The numbers show that text messaging and mobile usage isn't slowing down any time soon. In fact, reports project it will keep growing at a strong pace through 2019 until at least 2025. It's not a trend that will pass us by, mobile is a force that's here to stay.

8. Globally, the amount of people who send and receive text messages is predicted to rise to 5.9 billion by 2025.
9. Smartphone usage is expected to increase to 77% of the global population by 2025.
10. By 2025, two-thirds of mobile connections will be on high-speed networks.
11. Researchers predict 6 billion people will send and receive SMS text messages by 2025.

12. By 2025, a predicted 61% of the world's population will access the internet from their mobile phones.

SMS Marketing Numbers

So even if you know a lot about the market, how does any of that apply to your business? These SMS marketing numbers will give you an idea of how text messaging is capturing marketers and strategies they're trying to implement in 2019.

13. People will definitely see what you send them — SMS open rates are as high as 98%.

14. You can start a conversation — As many as 45% of people reply to branded SMS marketing messages.

15. Gain an advantage over your competition — about 61% of marketers still don't use SMS.

16. Across markets, mobile's use is becoming more commonplace. 52% of business leaders in North America said it's already a major factor in their industry.

17. Out of all the consumer behaviors that mobile is changing, 46% of North American marketers said it's having the most impact on mobile commerce.

18. Retail is viewed as the industry in North America using the most innovative mobile marketing techniques by 47% of marketers.

19. Despite statistics on mobile's rise, 65% of brands still don't have a formal strategy in place with text marketing to take advantage of the amount of time we spend on our phones.

20. Numbers show that 73% of businesses expect their SMS marketing budgets to increase in the next year.

21. About 33% of marketers expect to prioritize mobile loyalty schemes and coupons in their plans for next year.
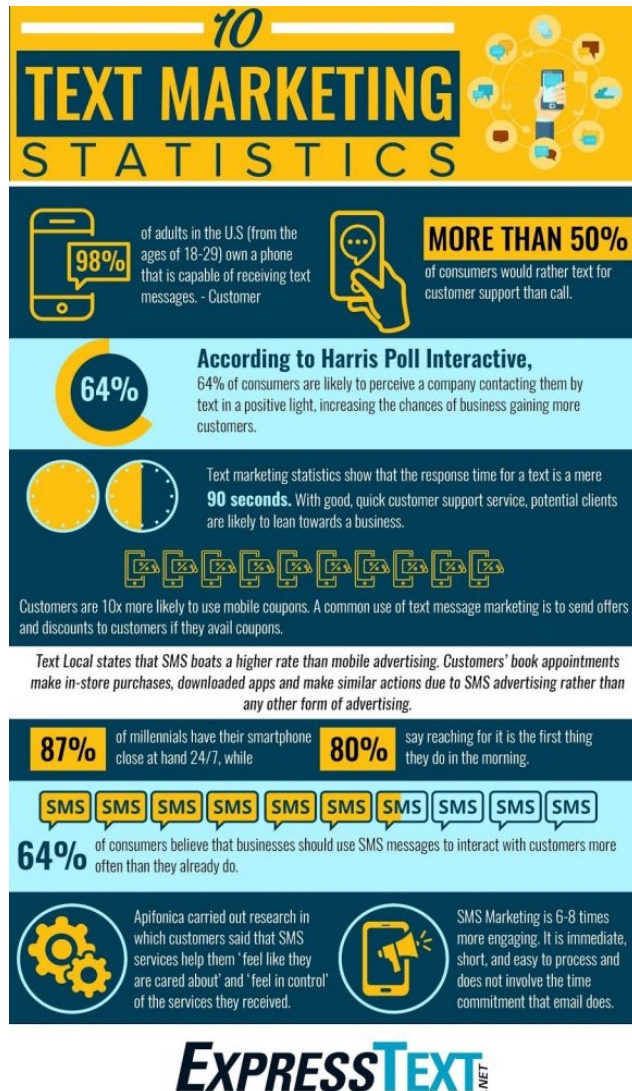
Other Important SMS and MMS Numbers To Know

One specific way to reach people on their mobile devices is through SMS and MMS marketing. Research proves that this is a very effective way to reach your consumers. More importantly, polls indicate this is the way they actually want to hear from you. People don't enjoy receiving phone calls or emails from brands as much as text messages. They're excited about text messages from businesses — the numbers show it. *Source for statistics below*.

22. 88% of people surveyed said text was the number one thing they use their phones for.

23. Don't rely on the old methods of getting in touch – 90% of businesses said they leave voicemails to talk to consumers, but only 29% of consumers said they listen to those voicemails.

24. 92% of U.S. adults carry text-enabled phones, 98% of smartphone users use text on a regular

basis, but only 14% of companies text with consumers. There's a huge opportunity few businesses are taking advantage of.

25. 85% of customers prefer receiving text messages over a phone call or email.

26. Numbers show that 64% of customers want to use text messaging to make or update a reservation.

27. 71% of consumers say using text messaging to communicate with a business was effective.

28. More people send text messages than own personal computers or landline telephones.

29. 64% of consumers think companies who text value their time, are progressive and would recommend them to others.

30. 53% of consumers say they feel more positive toward a brand that uses mobile messaging to communicate.

31. 45% of consumers say the ability to send mobile messages is what could convince them to choose one brand, product or service over another.

32. Polls predict that by 2020, 85% of interactions between brands and customers will be managed without speaking.

33. 97% of companies found they communicated with consumers more efficiently after launching texting initiatives.

34. One group of early adopter of MMS for business is insurance agents. 67% of agents send and receive MMS messages to send quotes and claims. They report consumers respond "within minutes" to text messages.

35. 94% of businesses who already use text messaging would recommend it to a friend or colleague.

36. Interactive content, like some SMS or MMS campaigns, generate conversions 70% of the time, compared to passive content numbers at 36%.

37. 95% of millennials send messages daily, while four out of five consumers in total send daily messages.

SMS MARKETING STATISTICS

82% of people say they open every SMS text message they receive. Don't you?

64% of consumers believe that businesses should use SMS to interact with customers

91% of users who opted-in to receive texts from a brand see those messages as somewhat or very useful
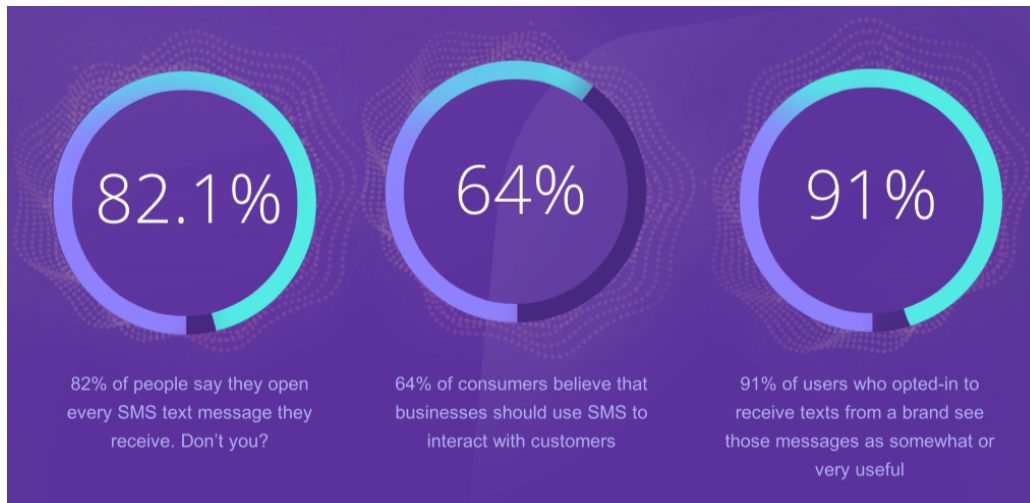
How To Get Started With SMS or MMS Marketing

If reading these stats has you interested in trying SMS marketing for your business, 2019 is year to get started. Here are a few simple actions you can take to get started.

Find A Complete Solution

Instead of trying to do it yourself when it comes to text marketing, while you're learning it's a good idea to partner with a provider who has experience creating text campaigns and can walk you through a simple platform to launch your own initiatives. Find a SMS software service that can spend the 1 on 1 time to get you educated, help plan your campaigns, and automate some of your text messaging. BizText247 provides this exact type of hands on support and an easy to use platform to get started.

Create A Text Marketing Plan

Like any marketing initiative, it's important to go into text marketing with a strong plan in place so that you can be decisive and cohesive with your communications to consumers. If you need some ideas on how to create a plan, we can provide those for you! Remember to become familiar with text marketing best practices if you're just jumping in.

Review Your Strategy

Once you've initiated a marketing plan make sure you regularly review it against key performance indicators. You want to make sure your marketing dollars are well spent. If you find

you need to go a step further with your strategies, implement advanced <u>SMS marketing</u> techniques to take your campaigns to the next level.

Conclusion

The text messaging statistics speak for themselves – mobile is growing and businesses that adapt are positioning themselves in the best place to make consumers happy. Don't be afraid to embrace mobile marketing, adapting to it gives you a strong advantage over businesses who are slower to see the potential.[17]

Transactional Text Messaging Statistics by Industry

Looking for statistics on which types of companies consumers prefer to receive transactional text messages from? If so, you're in luck, as Vibes, in partnership with Equation Research, recently released their Transactional Messaging Consumer Report 2016, which answers this question.

The survey was done between March 3, 2016 and March 7, 2016, and included 1,001 participants that were recruited via email from a nationally representative database, which consisted of consumers 18 years or older, with a balanced gender and geography makeup.

So which types of companies did consumers prefer to receive transactional text messages from? We have the answers below.

Banking/Financial Text Message Alerts – 67%

Think account-based text messages for when a transaction occurs, your bank balance is too low, to confirm purchases to prevent bank fraud, etc.

Retail Store Text Message Alerts – 64%

Think text message alerts for purchase confirmations, shipping notices, in-store product location information, etc.

Travel Text Message Alerts – 55%

Think text message alerts for flight changes & delays, hotel check-out reminders, etc.

Delivery/Restaurant Text Message Alerts – 55%

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[17] https://www.sparkconejo.com/37-remarkable-sms-marketing-and-text-messaging-statistics/

Think text message alerts for confirmation that your order has been received, or is on it's way, your table is ready, etc.

Service Company Text Message Alerts – 44%

Think text message alerts for automotive maintenance reminders, service appointment reminders, etc.

Transportation Text Message Alerts – 39%

Think Uber type text message alerts letting you know that your car has arrived.

Insurance Text Message Alerts – 35%

Think text message alerts for upcoming renewals, claims processing updates, etc.

Consumer Electronics Text Message Alerts – 33%

Think text message alerts for when your wash is done, you need to buy more milk, etc.[18]

Text Marketing Industry

As the end of 2018 draws near, it's a great time to look ahead to 2019 and plan out your digital marketing budget. If you're already investing into SMS marketing, 2019 may be the year that you want to allocate more money towards it. And if you're not already investing in SMS marketing, 2019 is absolutely the year in which you should start. Here are thirty statistics about SMS marketing to help convince you.

To learn about artificial intelligence (AI) use in marketing head over to our recently published report. See the top reasons marketers are **using AI in marketing** and more cool statistics.

○ There are currently more than three-and-a-half billion mobile internet users in the world and that number is growing every day.

○ Approximately 69% of all media time is spent on mobile devices.

○ By the end of 2019, mobile will account for 80% of all web traffic.

○ Half of all digital media time is spent within mobile applications.

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[18] https://www.tatango.com/blog/transactional-text-messaging-statistics-by-industry/

SMS MARKETING STATISTICS

- The Google Play Store has more than 8 million apps and the Apple App Store has more than 2 million apps. The Windows App Store has 669 thousand apps and Amazon has 600 thousand.

- It's projected that by the end of the year, nearly 200 billion apps will have been downloaded in the year 2019 alone.

- The average text message is read within 4 minutes of receiving it.

- The average person will use nine different aps daily and about 30 different apps in any given month.

- Mobile websites have more unique visitors than mobile apps but the average length of time spent on a mobile app is considerably higher than the average length of time spent on a mobile website.

- Nearly half (48%) of people say they begin shopping by using their smartphone to do a search with a search engine.

- In the 18 to 29 age bracket, 69% use a mobile device to research products before they buy them.

- Google drives 96% of all mobile search traffic. The next best is Yahoo which drives 2% of mobile search traffic and then Bing which drives 1%. Every other search engine combined is responsible for the last 1%.

- When it comes to mobile websites, visitors say the most important feature is a product/ service list followed by business hours and a price list.

- An astonishing 78% of mobile searches for local business information results in a purchase.

SMS MARKETING STATISTICS

9 out 10 consumers prefer text-message marketing over other marketing tools.

98% of text messages are opened.

47% of consumers prefer SMS messaging over other messaging apps.

45% of people reply to text message blasts they receive.

73% of brands expect their SMS marketing budget to increase.

- Worldwide, people spend more than a trillion dollars annually on offline, mobile-influenced shopping.

- Nine in ten smartphone users say they use their smartphone to research a product while in a brick and mortar location deciding whether or not to buy it.

- Of those who search for a local business on a mobile device, 88% will either call or visit that business within 24 hours.

- Mobile users have high intent to purchase: 92% who search for a product or type of product from their mobile device end up making a related purchase.

- More than half (57%) say they won't recommend a brand to a friend if they have a website that isn't optimized for mobile.

- Google is responsible for 95% of all paid search ads in the US.

- Mobile devices account for 61.9% of Google's paid search links in 2017 (up from just 53% a year ago).

- In 2019, mobile search spending will surpass 40 billion dollars.

- Facebook is reporting that 87% of all of their ad revenue originates from mobile devices.

- By 2019, 72% of all digital ad spending will be spent on mobile.

SMS MARKETING STATISTICS

○ Approximately 68% of companies say they've integrated mobile marketing into their overall marketing strategy.

○ Approximately 71% of marketers say that mobile marketing is a part of their business's core.

○ 83% of mobile users say that it's important that they have a seamless experience across all devices.

○ 83% of B2B marketers say that mobile apps are crucial for their content marketing efforts.

○ The open rate for SMS is holding steady at 98% and is showing no sign of dropping off anytime soon. SMS needs to be a core component of any mobile strategy.[19]

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[19] https://aviaro.com/sms-marketing-stats-in-2019/