**Mobile Marketing via SMS is Latest Way of Promoting Services**

Short Message Service is becoming a popular way of promoting the brands and services by making use of written messages. The SMS technique of marketing allows a company to send written messages to the customer’s mobile phones offering new services, focusing on discounts, and other promotional quotes. This service can be used by home based businessmen as well as by the professional marketing organizations. Every businessman has been forced to think for innovative and new ideas to create an edge over the competitive companies.

The foremost group of organization that was indulged in taking advantage of SMS marketing technique was the cellular companies themselves. These companies have a customer base already and they used this base to promote their cellular services over the mobile phones of the customers through promotional Short Service Messages. Mobile marketing via SMS is very popular and there are strong reasons for that as it is simple and convenient way of getting to the people. Companies simply send a SMS on the client’s mobile mentioning the services, product’s details and their own contact detail on which the clients who are interested can make a call.

The marketing through mobile phones can be categorized in several ways. Mobile marketing is done via SMS, MMS, gaming, Infrared and Bluetooth. MMS marketing creates a good impact on the customers as they include videos, images and audio sounds which are quick and easy to understand. The Bluetooth Infrared marketing techniques are also effective, yet they have limited range on which they can operate.

It is not the suppliers or producers who get benefited from the mobile marketing, but customers also have the advantage. They can keep updates of the latest service or products launched by the company. This is very crucial especially for the individuals and small businessmen. They can make use of new schemes to enhance their business. They don’t have to approach the stores to get latest updates on the products. Every organization is competing hard to stay ahead of its competitors. All companies are trying to make quick adjustments. There are so many marketing techniques today in the market that one has to make a quick decision about a strategy that suits his type of business. Mobile marketing has many advantages and its effects can’t be ignored. This is the reason that several organizations are trying this strategy to reach out to the potential customers.