Project Name :

Mass-Mail Dispatcher

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1. INTRODUCTION

Bulk messaging is the dissemination of large numbers of SMS messages for delivery to mobile phone terminals. It is used by media companies, enterprises, banks for marketing and fraud control and consumer brands for a variety of purposes including entertainment, enterprise and mobile marketing.

While SMS (Short Message Service), a text messaging service, elicits the appeal of instantaneous communication by using mobile technology to send a text message to anyone anytime and anywhere, bulk SMS system has expanded that capability of SMS by implementing the ability to easily send multiple SMS messages to intended recipients with reliability. The advantages of bulk SMS can be applied in schools and universities to further develop classroom interactions and set up a virtual community as a public relations system. Lecturers can conduct mobile quizzes in many question forms with their students via SMS. Moreover, bulk SMS system provides an information service such as sending special announcements, news and interest information for lecturers, students and other related recipients.

1.1 What is Bulk SMS?

Bulk SMS is nothing but sending a bulk amount of messages at a time or one click. The Bulk message sender generally used to send a message to large number of recipient. It is a web based software that is needed to send messages at a time. Bulk message is the dissemination of the large number of message for delivery to mobile phones. No software installation is required by your customer our bulk SMS module will be available through the SMS platform web based administration tool. Now a day's it is very popular to send bulk amount of the message in the organization & Used in Marketing and Banking. Bulk SMS is often used by Big & small business owners, E-commerce industry, media Companies, Banks for Alerts, Marketing and Fraud control alerts, Reminders, Marketing of products and services. It's also commonly used between staff of a company or bank and their clients. One advantage of Bulk Messaging is that it delivers your message directly to the mobile handsets anywhere around the World.

1.2 Types of Bulk SMS Services:

1.2.1 Promotional SMS service:

"BULK SMS SENDER"
Promotional SMS is uses brands to registered and non-registered mobile numbers to boost their reach and sales. These are SMS which are sent with the objective of promoting your product or service. This category includes any sales & marketing messages which may or may not be solicited by the recipient. Promotional SMS can be send only from 9AM to 9PM and only to numbers that are Non- DND numbers. Bulk SMS is widely used for promotional services. It is known as a very important marketing tool. You can come up with a new offer for your store and inform your customers about the same in just a matter of minutes. SMS service is very useful for updating your customers about different information.

You could use this platform to entice your customers and get them to do more business with you. This is one of the very important ways of sending bulk SMS. Benefits of promotional SMS are that it is cost effective and businesses can get quick responses from their customers.

Examples of Promotional SMS:

Dear Travel Agents, Now Get Flat 10% Off on
Flight Same has been updated on the portal. Login now and start booking!

1.2.2 Transactional SMS service:

Transactional SMS is informative SMS people like to receive these SMS,
like banking, school, colleges, alerts, bill payment reminders, OTP etc. And these
SMS will be delivered to all DND and Non-DND numbers and it works 24 hours.
Messages can be sent 24/7 from your own 6-character Sender ID. These are messages
which are sent to your customer to pass on information necessary for using your
product or service.

Examples of Transactional SMS:

regarding his/her available account balance.

1. A message sent by a bank to an account holder
messages to the parents of your students about their marks
GPJ/CO6G/2017-2018
2. If you are a university and would like to send

1.3 How Much Does Bulk SMS Cost?

Our bulk SMS software and service are free to use, you simply pay for the texts
that you send. You can buy Textlocal SMS credits online and use these credits to send
both Promotional SMS and Transactional SMS (1 SMS credit 1 single part SMS of
160 characters). Check out our bulk SMS pricing.

2. SCOPE

The main scopes of study of mass-mailing system are

1. With bulk email marketing, it is easy for any businessman to connect with his/her customer and customer to share his/her message with their network. And the more customers spread the world about business.

2. The most difficult part is to build a large list of emails in compliance with all rules of EMail Marketing. When the lists grow to hundreds and thousands of users, it is necessary to use specific software for sending bulk email.

3. You can send as many permission-based email newsletters as you want.There's nothing to print, no stamps to buy, no envelopes to stuff, and no paper cuts.

3. METHODOLOGY

3.1 Existing System:

India has one of the densest and prospective markets for cellular phones, and mobile service providers have a strict policy about providing access to their customer bases. Many consumers activate "Do Not Disturb" services that disallow mass publicity calls and messages. However, Bulk SMS service provider in Mumbai maintain databases of people who are open to mass messages. This means that a company engaging in this kind of marketing can actually reach out to a target audience more efficiently. Not all bulk SMS reseller providers have extensive resources however, and it is up to you to select the right vendor.
Bulk SMS reach the target audience with greater efficiency than television or print advertising because they reach the client directly. A message on your phone is something that you can always refer to later; and it doesn't go ignored as marketing calls often do. On the other side of the playing field, a bulk SMS reseller provider can reach out to thousands of people within a limited cost. While conventional advertising cannot guarantee the attention of your intended target audience, bulk SMSs will allow you a deeper reach into the market without spending as much as you would when engaging in conventional marketing!
Moreover, in this digital world, smartphones are the best partner. Without it, Nobody survives. Even the old aged or illiterate people used to have smartphones and They try to read all the messages. These people never read email as they don't have an email account. Hence, there may be no doubt that Bulk SMS service will assist you to connect with your audiences better. Get your Bulk SMS service through us thousands of your audience at the same time. It is believed that an SMS is opened within five minutes of its receipt, making it an effective medium to attain out on your target market.

4. FEATURES

The main features of the bulk mailing system are...

1. We can create a series of messages in advance and decide when they should be sent to new members.

2. Create your own email messages and use built-in templates.

3. Import as many email lists as you need, creating your own databases.

4. Send any type of newsletters, promoting your business, pause sending and restart when you need it.

5. Keep email lists always clean with automatic remover of bounced emails.

6. Create your messages with plain text or images that can be .gif and .jpg formats.

7. Import or create mailing lists of various formats.

8. Send detailed emails and contact multiple consumers with one click only.

9. Perform email marketing with your contact's permission, thus building good relationships with your customers.

5. REQUIREMENT SPECIFICATIONS

To be used efficiently, all computer software need certain hardware components are the other software resources to be present on a computer. These pre-requirement are know as system requirements and are often used as a guideline as opposed to an absolute rule. Most software defines two sets of system requirements minimum and recommended with increasing demand for higher processing power and resources in newer versions of software, system requirement tend to increase over time.

5.1 Hardware Specification:

The most common set of requirements defined by any operating system are software application is the physical computer resources also known as hardware a hardware requirement list is often accompanied by a hardware compatibility list (HCL), especially in case of operating system HCL lists tested compatibility and sometimes in-compatibility hardware devices for a particular operating system or application. The following subsections discuss the various aspects of hardware requirement.
Hardware Requirements For Present Project:
"MASS-MAIL DISPATCHER"
Processor: Intel core i3
RAM
: 2GB
Hard disk: 500GB (Minimum 80GB)

5.2 Software specification:

Software specification deal with defining software resource requirements and pre-requirement that needs to be installed on a computer to provide optimal functioning of an application. These requirement are pre requirement are generally not included in the software installation package and need to be installed separately before the software is installed.

> Software Requirements For Present Project:

Operating System: Windows 7

Front-end :
HTML
CSS
JAVASCRIPT

6. ADVANTAGES:

6.1 The Right Audience

No matter how professionally you have developed your marketing techniques; the high quality of your products/services also won't help you if you fail to target the right audience. All your efforts will go in vain if you send a promotional email of a Hairdressing product to a bald person.

Since bulk email software is used to target the right recipients, businesses are able to find some valuable and potential customers for their items. The core benefit of buying bulk email software is that you can keep the email marketing process professional and lead generating.

Good software will also help you deliver the right message to the right audience. Most importantly, it helps you filter the audience so that irrelevancy can precisely be reduced. You can target a particular area, city, or country for your products/services in order to save both your time and money.

6.2 Personalized Emails

A good mass email tool is that you can personalize your emails in accordance with the target audience. It's not like the 'one-size-fits-all' format that you normally use for print or telesales campaigns. Rather, it allows you to speak with the exact words that your customers want. Providing you meaningful and dynamic opportunities to interact with your customers directly, bulk email marketing allows you to speak to your customers in an intimate way.

It also helps you send real-time messages to your favorite customers by offering them daily, special, or reasonable offers. These types of emails help your customers remember you and your products/services always. You can also segment your lists so that the right customers can receive the right messages.

6.3 Return on Investment (ROI)

Getting a good return on its investments happens to be one of the dreams that every businessman sees. The better ROI you get, the more revenue you generate, getting more opportunities to transform your small business into a global enterprise. Unlike

other traditional marketing techniques, bulk email marketing provides you quicker and better results.

6.4 Reduced Time and Efforts

Your time and efforts are precisely reduced when you get bulk email software. It requires more time and effort for offline marketing like postal mailings, telesales campaigns, and others. On the other hand, the mass email tool does everything on your behalf.

You also don't need to hire a full team or technical persons to start email marketing. All you need to do is to get a fancy template with interesting images, videos, and calls to action. Most importantly, professional email marketing platforms also offer 'Drag and Drop Editors' to help you create your designs.

6.5 Sales Tracking

Email marketing is one of the leading marketing channels that provide professional sales tracking platforms to its clients. Providing precise and complete tracking information, it helps you figure out what's going in your favor and what not. How many people opened your email? How many people clicked on the links in the email? How much time did I spend on it? You get the right answers for all these questions by a professional email marketing platform.

It's important to track your sales because it helps you get an idea about your users' response and engagement through some easy to understand metrics. The open, clear, and simple tracking will help you take the right decisions at the right time. You will also be making changes seeing the click-through and conversation rates.

7. DISADVANTAGES

7.1 Server Problem

When a server fails at that time a message cannot be sent to any recipients, servers give problems,some might be due to upgrade.
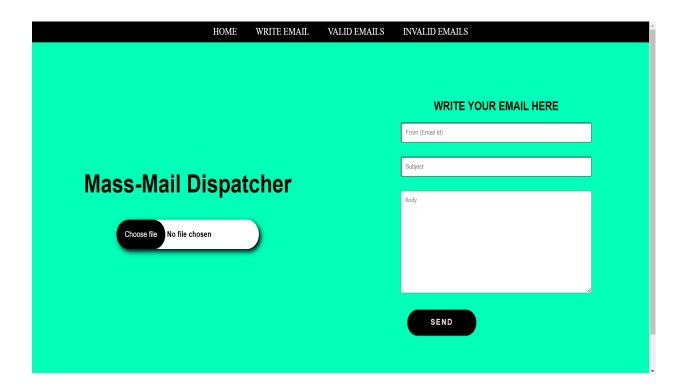
7.2 Delayed Messages

I sent a message for a hospital visit on March 12th 2018(11am),and I expected a large turnout for the March 14th rally ,to my surprise, some of my members received the message that day (March 14th). Delayed SMS can be frustrating also.

7.3 SMS Character Limit

The messages are limited to only 160 characters. Anything longer , and you risk your message breaking up into several smaller messages.

8. SAMPLE SCREENSHOT:

HOME   WRITE EMAIL   VALID EMAILS   INVALID EMAILS

WRITE YOUR EMAIL HERE

From (Email Id)

Subject

Body

Mass-Mail Dispatcher

Choose file   No file chosen

SEND

9. REFERENCE

1. Online Resources and Articles on mass mail dispatching.

2. Documentation from the email marketing platform

3. Books and ebooks related to email dispatching

4. Youtube platform for understanding the mass-mailing concept

5. Case studies from other organizations that have conducted successful mass mailing campaigns.

10. Conclusion:

The report is given as an overview of how the website was developed ,the approach used to develop it and also the languages used. It is important for a developer to take into account the opinion of the user and make changes according to the needs of the users. The site developed must be appealing to the eye and attract the users.