**Bulk SMS Services: How it can benefit an Election Campaign**

Designing a political campaign for an upcoming election is not really different than designing a marketing campaign for a particular brand. To win the support of majority people, parties must have the right strategy to communicate with everyone and convey their messages. Political parties use traditional mediums like distributing flyers, posters, banners, going door to door asking for votes, putting up hoardings on streets and highways and use loudspeakers to promote their campaigns. But in recent years, due to technological advancements happening every now and then, majorly people are online through their smart phones. This has instigated the political parties to invest more towards online advertising. Online campaigns include usage of social media, sending bulk emails and text messages. But what’s the most effective tool for advertising among all the various options available? Currently, 61.62% of the world population owns a mobile phone but not everyone has a smartphone with internet access. To reach out to these users, the best alternative is **SMS Marketing**. Sending a SMS does not require internet access and has a better chance of getting response compared to emails and calls. Approximately 23 billion text messages are sent each day worldwide and approximately 90% of the people read them almost as soon as they receive it. **Bulk SMS Services** can be an effective tool to communicate to a large audience in less time and at a minimal cost.

At Saino First, we provide premium **Bulk SMS Services** which can be used to send messages in any local or regional language. These messages can be customized as per customer’s requirements, messages can be scheduled to be sent at your preferred time and can be sent to a large audience at one shot.

**Bulk SMS Services** have their own advantages especially when sent before elections by the political parties. Let’s quickly glance through some of their key advantages.

It adds a personal touch which will make the voters feel valued and special as the message will be personally sent to people on their respective numbers. Message will reach a large number of people at a lower cost and at a faster speed. SMS has an open rate of 98% which is a much higher response rate compared to emails having just around 20% open rate. It is more affordable, has a quicker response and is time saving compared to print media, television or door to door campaigning. SMS can be a good way to communicate with the internal people who are working for the campaign. SMS can be sent as a reminder on the election day, for making any important announcement, to convey any special message, to notify public about any upcoming rallies and gatherings. You can convey messages to your party members and supporters about forthcoming meetings. The present youth has been more politically conscious and are receiving or sending text messages, sharing social media posts most of the time. Hence SMS can be a great tool to connect with them and secure their votes. While interacting with the general public, you should ensure that you don’t spam or send unsolicited messages to them. They should always have an option to unsubscribe the messages at any time. The usage of **Bulk SMS Services** for election campaigns has proven to be a great success during recent times where the messages are sent to the right people at a right time.