**AWS SNS + SMS Subscription**

**AWS SNS (Simple Notification Service)** is a cloud service that **sends messages (notifications) to users** through different channels like **SMS (text messages), emails, and push notifications**.

**1. What is AWS SNS + SMS?**

* **AWS SNS** allows you to **send SMS messages** to mobile phones worldwide.
* You can send messages **to one phone number** or **multiple users** using a **Topic Subscription**.
* **Example:** A company can use SNS to send alerts, OTPs, or promotional messages to customers.

**2. How Does SMS Subscription Work?**

✔ **Step 1:** Create an **SNS Topic** (A topic is like a channel for sending messages).  
✔ **Step 2:** **Subscribe phone numbers** to the topic (Users agree to receive SMS).  
✔ **Step 3:** **Publish a message** to the topic (SNS sends it to all subscribers).

**3. Ways to Send SMS Using AWS SNS**

**✔ 1. Direct SMS (No Topic Needed)**

* Send a message **directly to a phone number**.
* Best for **one-time notifications** like OTPs or alerts.

**✔ 2. Topic-Based SMS Subscription**

* Create an SNS topic and **add multiple phone numbers**.
* Best for **bulk messaging** like promotions or service updates.

**4. Key Features**

✔ **Global SMS Support** – Send messages worldwide.  
✔ **Scalable** – Can handle thousands of messages at once.  
✔ **Cost-Effective** – Pay only for what you use.  
✔ **Easy Integration** – Works with applications, websites, and AWS services.

**5. Example Use Cases**

✔ **OTP Verification** – Send security codes to users.  
✔ **Order Updates** – Notify customers about orders or deliveries.  
✔ **Emergency Alerts** – Send urgent messages to people.  
✔ **Marketing Messages** – Send promotions and discounts to customers.

**6. How to Set Up AWS SNS for SMS?**

✔ **Step 1:** Sign in to **AWS Console**.  
✔ **Step 2:** Go to **SNS** and create a **Topic** (optional).  
✔ **Step 3:** Add **phone numbers as subscribers**.  
✔ **Step 4:** Publish a message and test SMS delivery.

Would you like a **Java Spring Boot code example** for sending SMS using AWS SNS?