

Why Text Message Marketing is How You'll Reach Millennials

When it comes to marketing, there are many different methods that a business owner or entrepreneur can take to reach their client base.

The text message is the most popular feature found on smartphones, with [97% of phone users](#) employing the texting feature to collectively send the over 6 billion texts sent each day in the US.

To add more value to the idea of text message marketing, it is important to understand that the millennial group should not be overlooked when it comes to building a solid consumer base.

With millennials being the largest group owning smartphones, ranking 86% in 2014, versus the 80-46% range in the 30-65+ age groups, text message marketing is one of the easiest and most relevant ways to contact these consumers.

[PureText](#) offers you the capability to create text message marketing with ease, and within your budget, to truly capture the benefits of this marketing technique.

Mobile is the way to go

It's a well-known fact that people are more likely to use their phones to text rather than receive voice calls, so why do many marketers use calling, mailing, and emailing as the main source of their advertising?

It takes 90 minutes for most smartphone users to respond to an email, which is a stark comparison to the [90 seconds](#) it takes for them to view and respond to a text.

Knowing the direction that consumers are taking when it comes to responding to marketing is important.

In order to use text message marketing on an individual, they *must* opt-in to the service. However, many major businesses are using this method to [keep in contact with their customers in a smart way](#) - allowing them to opt-in and opt-out as they please and sending relevant text messages without spamming.

The logic is pretty simple from there- with so many people using smartphones and texting features, and the quick open rate of text messages, text message marketing is a straightforward tool to reach your intended audience.

How it's different

The text message marketing that you can expect to participate in is different to more traditional methods in several ways:

It is cost effective

Unlike outsourcing and creating detailed marketing plans and messages, complete with work from a graphic designer and social media team, text message marketing only requires a bit of planning and writing.

When a sale or event is coming up, for example, a text message alerting the individual can be sent out quickly. All you need to do is ensure the information is correct and that the message is grammatically correct and appropriate for the audience.

Sending to large groups of customers suddenly becomes easy with bulk packages and programs offered by text message marketing companies, who can support your endeavor to create a meaningful connection with your clients.

It's fast

Can you remember a time when you spent anything over a minute or two composing a text message to send to a friend or family member? Unlike emails and more traditional forms of communication, sending out a text message has a major benefit: it is fast.

It's true— you *will* have to spend a little bit of extra time figuring out what information absolutely needs to be in that short message, but that process is not as time-consuming as finding the perfect wording for an informational email.

Keep time on your side with text message marketing and reach out to your customers faster, with less work.

It's interactive

In a world where the average American sees up to [5,000 ads per day](#), finding a way to stand out from the crowd is a *necessity*.

With a millennial target audience, text message marketing is able to create a surprising and interactive space for this customer group to connect with your business.

Believing that this type of marketing can only be used by larger companies is a fallacy since groups of businesses like lawyers or doctors offices, pet shops, and startups are in a great position to work up their connection with text message marketing.

It can cross platforms

[60% of the time](#) average Americans spends online occurs through their smartphone or tablet (which are often capable of receiving text messages).

Therefore, text message marketing enables businesses to link to their other platforms, like their Facebook or other social media accounts, to allow customers to stay even more up to date with the on goings of your company.

When you create an interactive and personable environment, customers are more likely to remain interested in what you have to offer. With technology now allowing the same devices that are capable of texting to also open apps and links, the options are endless.

Since 90% of millennials use social media and their phones to access information, linking across platforms is beneficial to getting more information across. And starting with a text is the perfect way to open that information channel that can ultimately result in additional sales from millennials.

It can be more audience-specific

As we mentioned earlier, many other types of marketing require a large effort to assemble campaigns and sub-campaigns for different target audiences. With the benefits of text message marketing known to be speed, efficiency, and ease, creating audience-specific text message marketing strictly

With the benefits of text message marketing known to be speed, efficiency, and ease, creating audience-specific text message marketing strictly *for* millennials is a task easily accomplished.

As the [Content Marketing Institute](#) notes, text message marketing is able to target millennials in a way that is more relatable to them (text messaging) with content that is more relevant to their lives. For example, stores may send out a text around 4pm with a deal for 2-for-1 pizzas, which may catch the attention of a hungry millennial on a tight budget that is just leaving class

PureText and your goals

With our straightforward interface, PureText is able to offer you comprehensive text message marketing systems that will enable you and your business to grow within the millennial customer base.

For text message marketing that is capable of sending and receiving follow-up messages, voip numbers with call forwarding, and other useful services, [contact us](#).