

# SigmaVoice

## SMS Broadcasting for Businesses & Organizations



Welcome to our SMS Broadcasting Guide. This guide explains everything you need to know about using SMS broadcasting to quickly, efficiently, and reliably send messages to large groups. Whether you're sending reminders, announcements, promotions, or emergency alerts, Sigma Voice's SMS broadcasting service helps you reach your audience instantly and effectively.

### Introduction to SMS Broadcasting

SMS broadcasting allows organizations to send a single text message to hundreds or thousands of recipients at once. It's ideal for sending important updates, appointment reminders, promotional offers, and urgent alerts directly to mobile phones, ensuring high open rates and fast responses.

### Why SMS Broadcasting Matters

SMS messages have a 98% open rate, making them one of the most reliable ways to reach your audience quickly. Whether you're trying to reduce appointment no-shows, boost event attendance, or notify customers of important updates, SMS broadcasting ensures your message is seen almost immediately.

### How SMS Broadcasting Works

1. Compose your text message or use a prewritten template.

2. Upload or select your list of phone numbers.
3. Schedule your broadcast or send it immediately.
4. Review real-time delivery reports and response metrics.

## **SMS Broadcasting vs. Other Communication Methods**

- SMS vs. Email: SMS achieves higher open rates and faster responses.
- SMS vs. Voice Calls: SMS is less intrusive and ideal for short, urgent updates.
- SMS vs. Manual Messaging: Automated broadcasts save time and ensure consistency.

## **Key Features of Sigma Voice SMS Broadcasting**

- Easy message creation with templates
- Personalized sender ID options
- Real-time delivery reporting
- Opt-out management compliance
- High-volume scalability for campaigns of any size

## **Benefits of SMS Broadcasting**

- Reach audiences instantly and reliably
- Increase appointment attendance and event participation
- Improve customer engagement and satisfaction
- Reduce operational costs compared to manual messaging
- Simplify mass communications with an easy-to-use platform

## **Industries Served and Use Cases**

- Healthcare appointment reminders
- Retail promotional campaigns and flash sales
- City government emergency notifications
- School alerts to parents and students
- Nonprofit event updates and donation drives

## **Real-Life Scenario: A Healthcare Provider Improves Appointment Attendance**

A large healthcare group used Sigma Voice's SMS broadcasting service to send appointment reminders to patients. As a result, the no-show rate dropped by over 30%, saving the organization thousands of dollars and improving overall patient satisfaction.

## **Getting Started with Sigma Voice SMS Broadcasting**

Getting started is easy:

1. Contact Sigma Voice to create your SMS broadcasting account.
2. Upload your contact list securely.
3. Compose your message and schedule your first campaign.

Sigma Voice provides full support to ensure your first broadcast is a success.

## **Pricing Information**

Sigma Voice offers flexible and competitive pricing based on the volume of messages sent. Whether you need a one-time campaign or ongoing broadcasts, we can tailor a pricing plan to fit your organization's needs.

## **Security and Data Protection for SMS Broadcasting**

Sigma Voice uses industry-leading encryption and privacy protections to secure your contact lists and message data. All broadcasts are handled securely, ensuring compliance with applicable data privacy regulations.

## **Legal Compliance and Considerations**

- Always obtain prior consent from recipients before sending SMS broadcasts.
- Include an opt-out option in your messages (e.g., Reply STOP to unsubscribe).
- Follow TCPA and CTIA guidelines to ensure compliance.
- Review compliance best practices at [www.fcc.gov](https://www.fcc.gov) before launching your campaigns.

## Frequently Asked Questions

### **Q1: How quickly can I start sending SMS broadcasts?**

A1: You can start almost immediately once your Sigma Voice account is set up and approved.

### **Q2: Can I personalize my SMS messages?**

A2: Yes, Sigma Voice allows you to insert personalized fields like first names or appointment times.

### **Q3: Is there a limit to how many contacts I can message?**

A3: No, Sigma Voice supports high-volume SMS broadcasts to thousands or even millions of contacts.

### **Q4: How do opt-outs work?**

A4: Recipients can opt-out easily by replying STOP, and Sigma Voice automatically manages opt-outs for you.

### **Q5: What if I need help setting up my first campaign?**

A5: Sigma Voice offers full support to guide you through message setup, contact upload, and broadcasting.

## Contact Sigma Voice

Website: <https://www.sigmapvoice.com>

Phone: (800) 905-9140

Email: [info@sigmapvoice.com](mailto:info@sigmapvoice.com)



SMS broadcasting is a powerful and cost-effective communication tool for businesses and organizations of all sizes. With Sigma Voice's easy-to-use SMS broadcasting platform, you can increase engagement, reduce no-shows, and deliver important updates directly to your audience's mobile devices. Contact us today to start broadcasting your messages with speed and confidence.