

Compare Communication Methods

Compared to traditional contact methods such as post and telephone, SMS is cheaper and greener. SMS also has the highest response rate. See how various contact methods compare in the chart below.

Method	Cost Per Unit	Cost Based on Volume of 1000	Average Delivery Time	Response Rate
SMS	6.25p	£62.50	3.14 seconds	45%*
Postage Stamp**	60p 1 st Class 50p 2 nd Class	£600.00 1 st £500.00 2 nd	1-2 days 3-5 days	0.25% - 5%
Telephone Call to Landline	Average 10p per minute	£100.00 (1000 minutes)	3-5 minutes Per Call	6.16% -10.41%
Telephone Call to Mobile	20p – 50p per minute	£200 - £500 (1000 minutes)	3-5 minutes Per Call	6.16% -10.41%
Email	0p - 5p	0p - £50	1 Second	0% - 19.47%

*Taken from <http://www.techipedia.com/2011/sms-marketing/>. SMS-marketers have reported as high as 100% response-rate with 2 way SMS.

**Price from April 30th 2012 <http://www.bbc.co.uk/news/business-17522500>

Additional costs can include:

Postage Stamps – Paper, envelopes, ink, layout-design and staff labour. Businesses using SMS eradicate these cost's and 'Go Green'.

Telephone Calls - Hours of labour, connection fees to answer machines, unavailability and multiple call-backs.

Emails - Labour in design & email content. E-marketers charge monthly and per message. 19.47% is considered a very high open-rate. No delivery reports!

Kapow makes managing SMS campaigns, broadcasts and one-off messages easy from any online computer. No Downloads. No Software. No Monthly Fee's!

The most you'll ever pay for SMS is 6.5p and the more you buy the less you pay!



Research shows that mobile users like to receive business communication by text. Money saved for your business and happy recipients!

Simply **Register** your **free** account at www.kapow.co.uk
Purchase SMS Credits & Send!