

The 5 Best SMS Marketing Platforms to Level Up Your Marketing Efforts in 2022

Meta-Description: Discover the five powerful SMS marketing platforms to engage your users and level up your marketing efforts in 2022.

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Did you know that [text messages have a staggering 98% open rate?](#) Whereas, the average email open rate stands at a [disappointing 21.33%](#). Over [64% of consumers](#) have reported that businesses should reach out to them via text messages over other forms of communication.

At the same time, [77% of consumers](#) have claimed that they're highly likely to have a positive perception of a company that communicates with them via SMS messages.

SMS marketing is powerful.

Since you're reading this blog post, you may already be aware of the unbelievable potential of SMS marketing. But if you genuinely want to achieve the desired results, you need to equip yourself with a results-driven text message marketing software.

And with the internet flooded with dozens, if not hundreds, of such SMS marketing automation platforms, choosing the right fit for your business can get complicated real soon.

We understand.

That's the reason we've put together this blog post – where we'll be shedding light on the five top SMS marketing software today.

And while Textback is itself a results-driven and AI-powered SMS marketing platform that has helped thousands of business owners put

their businesses on hyper-growth mode, our experts have personally tried countless SMS marketing software – after which only we’ve compiled our top five list.

And we’d love nothing more than to share our thoughts on this topic.

Without further ado, let’s dive deep into the five best SMS marketing software that business owners can use to engage with their users and level up their marketing efforts in 2022.

The 5 Best SMS Marketing Software Businesses Can’t Afford to Resist in 2022

Following are the five best SMS marketing platforms businesses can use to engage their users in 2022:

- Textback.AI
- Textmagic
- SimpleTexting
- SlickText
- Twilio


Let’s have a look at what makes each of these platforms powerful.

Textback.AI

Not Your Average SMS Marketing Platform

Join thousands of Businesses Using Our Results-Driven & Conversion-Focused Patented AI-Powered SMS Marketing Platform to Run Strategic SMS Marketing Campaigns & Engage in 1-on-1 Conversations with Their Audience.

[Start Free Trial](#) [Schedule a Demo](#)



Chat with us

Well, if you think we’re being biased, you need to tap into Textback.AI. While our platform hasn’t been in the market for years,

you'll be shocked to know that we've already helped thousands of businesses hit their KPIs and achieve their goals.

From being able to engage with your customers in two-way conversations to scheduling text messages and mass texting, Textback.AI offers numerous powerful features that you can tap into to level up your SMS marketing efforts.

Alongside this, businesses can easily build drip SMS marketing campaigns to engage with their audience at different stages of their buyers' journeys. This means – whether you want to nurture leads or are looking forward to engaging cart abandoners, you can set in place drip SMS campaigns to put your message in front of the right people at the right time.

While similar features are being offered by other SMS marketing software like Textmagic, SimpleTexting, and more, what sets Textback.AI apart is our AI-powered approach. Textback.AI is not your average SMS marketing software – where you can just build custom workflows, roll out bulk texts, and more. Textback.AI is a patented AI-powered platform that allows users to run smart SMS marketing campaigns and make intelligent decisions with ease.

And that's not all.

The moment you hop onto Textback.AI – you'll fall in love with the platform. While developing Textback.AI, the one crucial thing our developers took into consideration was the user interface. We want our users to feel comfortable while using our platform. You'll find platforms like Twilio to be so complicated that you may end up ditching that platform within a few days, especially if you aren't a developer.

But when it comes to Textback.AI, it's easy to use and allows businesses to run smart SMS marketing campaigns with ease. At the same time, we offer [Wholesale SMS solution for enterprises](#) to help

them avoid draining their top dollars trying to reach out to their customers.

Lastly, Textback offers routes for just about any purpose - from payday loan marketing to one-time passwords. At the same time, we operate across countries that our competitors don't. If you operate in both bulk marketing and transactional, then you may end up having to use multiple platforms to meet your goals. While developing Textback, we seriously took into consideration these points - which is why Textback.AI is an all-in-one SMS marketing platform.

Already in love with Textback? It's one of the best SMS marketing tools in today's crowded world. [Start your free trial today!](#)

Textmagic

Text Message Marketing Software for Business

Transform customer experiences with our easy-to-use text messaging marketing software. Send notifications, alerts, reminders, confirmations, and SMS marketing campaigns anytime, anywhere.

Start free trial

View pricing

And the second one in our Best SMS marketing software list is none other than Textmagic. It's one of the oldest SMS marketing software on the internet and is action-packed with dozens of features, including Two-Way Messaging, Email to SMS, Enterprise SMS Messaging, Bulk SMS Rollout and many more.

From rolling out personalized messages to building strategic drip SMS marketing campaigns to scheduling SMS to communicating with your customers via two way messaging, this SMS marketing software is the real deal.

Upon logging in to your account, you can literally send SMS messages to people across more than 190 countries.

That's insane.

At the same time, if you're trying to reach out to and communicate with your international consumers, you'll be happy to know that Textmagic allows businesses to send messages in just about any language. Additionally, the dev team at Textmagic has seriously taken into consideration the needs of businesses to help them enhance communications as well as improve business operations without having to worry about security.

From being able to create sub-account for different team members to secure SMS messaging to the ability to build strategic drip campaigns, enterprise-level SMS marketing has never been easier.

When you log in to Textmagic for the first time, you'll find its interface to be extremely user-friendly. In fact, we were so amazed that we couldn't resist ourselves from rolling out our first SMS to just about anybody. With Textmagic, you'll be able to send messages through your Textmagic number – so any reply you get will go to the web application, API, or your email.

Or if you use your own number, then you can get replies directly to your phone as well.

Want to roll out a “Happy Weekend” text message to every single employee? You can just schedule the SMS in the Scheduled tab.

Or you're looking forward to building contact lists? You don't need to go through the hassle of manually entering them. You can always import a CSV file or an Excel spreadsheet.

The team at Textmagic has done a brilliant job at making Textmagic one of the most powerful and user-friendly SMS marketing software. And the best part is – you don't need to pay for any premium features separately. Here, you'll be paying for the number of SMS messages you send rather than the features you'd like to have access to.

However, these rates will vary depending on the countries your recipients are based out of. You can always use their [pricing calculator](#) to gain insights into the costs.

SimpleTexting

The Only All-In-One Text Messaging Service

We make it easy, fast and affordable to send SMS marketing campaigns or engage in 1-on-1 conversations with customers.

Start Texting Free

Book a Demo

No credit card required

Here's our third favorite SMS marketing software that offers exactly what its name implies – the ability to roll out SMS messages to your customers with its simple, accessible, and intuitive text messaging features.

Just like Textback and Textmagic, SimpleTexting is user-friendly and you can literally access everything right from the main screen. In fact, it's so simple to use that you may not even need any tutorials, to begin with. Again – like the other platforms we mentioned, SimpleTexting is loaded with numerous features, including:

- Two Way Messaging
- Mass Texting
- Autoresponders
- Segments
- MMS Marketing
- Enterprise-Level Access
- Text to Win
- And more!

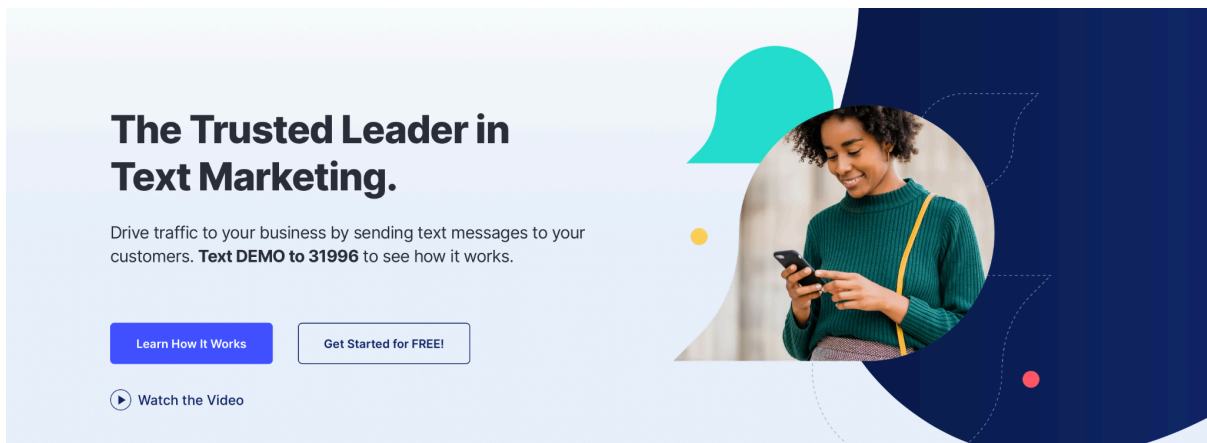
From being able to roll out simple SMS messages to the ability to add pictures and other promotional materials, you can not only engage with your customers but also put your offer in front of them in an enticing manner. MMS marketing allows businesses to create a vibrant experience for their customers – which is one of the core features of SimpleTexting.

With SimpleTexting, you can create strategic drip text message marketing campaigns to engage with different customers or prospects at different stages of their buyers' journeys. Depending on their actions, you can roll out highly-personalized texts to further bring them down the marketing funnel.

At the same time, SimpleTexting has put in place a dedicated customer support team – who would love nothing more than to address your concerns, queries, and questions. Additionally, you'll find a world full of resources prepared by developers to help businesses understand the ins and outs of the platform.

Alongside this, what caught our attention is the ability to integrate SimpleTexting with thousands of applications like HubSpot, MailChimp, Salesforce, and more. This way, you and your team can not only save your valuable time but also build automated workflows to level up your marketing efforts.

Lastly, SimpleTexting's advanced analytics will help you gain insights into what's working and what's not. From being able to track click-throughs to subscriber growth to delivery rate, the easy-to-access dashboard will put relevant metrics in front of you in an enticing manner – such that you don't get lost and are able to gain insights into your SMS marketing campaign with ease.

The banner features a light blue background on the left and a dark blue background on the right. On the left, the text reads "The Trusted Leader in Text Marketing." followed by "Drive traffic to your business by sending text messages to your customers. Text DEMO to 31996 to see how it works." Below this are two buttons: "Learn How It Works" (blue) and "Get Started for FREE!" (white with blue border). At the bottom left is a "Watch the Video" link with a play icon. On the right, a circular inset shows a woman with curly hair wearing a green sweater, looking at her smartphone. The background also includes abstract shapes like a teal speech bubble and a yellow dot.

The next in our top SMS marketing software list is SlickText – who like to call themselves “*The Trusted Leader in Text Marketing.*”

After using their platform for dozens of hours, we found out that while they are not exactly the leaders, they have an all-powerful platform that can help you drive revenue and level up your SMS marketing campaigns.

Some of the platform’s most exciting features include:

- Text to Join
- Text to Win
- Text Surveys
- Message Scheduling
- Send bulk text messages
- Automated Workflows
- SMS Autoresponders

With SlickText’s Text to Join feature, capturing phone numbers and email addresses has never been easier. All you need to do is create your keyword and configure your auto-reply. Whenever someone texts you the keyword to your 5-6 digit short code, they’ll receive an auto-reply – which you can use to kick off the process.

At the same time, with Text to Win, you can engage your customers by having them participate in your contests. Automated workflows

feature can help you build strategic workflows to engage with your audience at scale. And the best part is – you don't need to be a coder to get your SMS sequences up and running.

While you can use these workflows for endless purposes, some include:

- Lead Nurturing
- Lead Engagement
- Rolling Out Cart Abandonment Messages
- Data Collection
- And more!

From bulk text messaging to rolling out personalized emails to attaching media to your SMS, while SlickText is not exactly the leader in Text Message Marketing, it holds the potential to be one someday. With SlickText's cell phone application, you don't have to worry about booting up your laptop every time you want to perform some kind of activity. It's one of the most user-friendly SMS marketing apps and is available on both iOS and Android devices.

About pricing – SlickText has different pricing plans in place starting from \$29 per month shooting up to \$1,250 per month. If you are a part of a large organization looking forward to tapping into SMS marketing, you need to discuss with SlickText's sales team.

Twilio



The advertisement banner for Twilio MessagingX features a light pink background. On the left, the text reads "TWILIO MESSAGINGX" in red, followed by "Power the next decade of business messaging" in large blue font, and "Build seamless conversations over preferred channels using trusted, reliable messaging solutions with Twilio MessagingX." in smaller blue font. Below this is a blue button with the text "Talk to an expert >". On the right, there is a colorful illustration of a globe with various messaging icons (SMS, MMS, WhatsApp, Telegram) and two stylized figures interacting with it.

Twilio is one of the biggest names in the SMS marketing industry. And while they are a publicly-traded company, if you run a small or medium-sized business with little-to-no knowledge in development, I'd advise you to avoid Twilio.

Honestly – there's no other platform better at building APIs for SMS marketing than Twilio. However, it's only suitable for large enterprises. This platform is just perfect for developers – as the platform offers support for numerous programming languages. Also, there's a huge learning curve – but no worries, the dev team at Twilio has put in place numerous comprehensive resources as well as documentation.

BUT! At the end of the day, if you aren't a developer and don't have any developers who could help you navigate the platform, I'd advise – stay away from Twilio. If on the other hand, you're a developer or have developers in your team – who could invest their time and hours, then I'd say – Twilio is the best SMS marketing software.

It's not a drag-and-drop tool just like the ones I've mentioned prior to this. At the same time, there's no easy way for two-way communication. But their SMS API is state of the art. From their action-packed resource section to incredible customer support to top-level SMS APIs, Twilio is the real deal for developers.

But – it's not for most marketers. So, honestly, we believe that whether you should tap into Twilio or not depends on your needs and requirements.

[Your Customers Want You to Text Them](#)

In fact, they want to make sure they are able to text you. As we mentioned before, SMS marketing is powerful.

[56% of consumers](#) have reported that they prefer text messaging over calling customer representatives. This means – if one of your customers is facing a problem, they'd rather want to text you than call

you. Rolling out email is not an option here, as it may take hours before your customer representatives get back to them.

And in today's world, nobody likes to wait. It's not just about delivering great customer care service via SMS. Instead, you can use SMS marketing software to engage with your customers, nurture leads, close deals and do so much more. But in order to do that, you need to build and implement a fool-proof SMS marketing strategy. And you need to do it right.

Don't worry! In the next few months, we plan to roll out dozens of blog posts that'll help you dive deeper into the realm of SMS marketing and understand how you can use Textback.AI to run smart results-driven SMS marketing campaigns that actually deliver results.

Haven't tried Textback? Start your [free trial](#) today to kickstart your SMS marketing venture today.