Implementation of Bulk Email and SMS System to Enhance Way of Communication

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Abstract- Bulk emailing messaging is that the dissemination of large numbers of email and EMAIL AND SMS messages for delivery to mobile phone and computer systems terminals. it's used by media companies. enterprises, banks for marketing and fraud control and consumer brands for a spread of purposes including entertainment, enterprise and mobile marketing.

While SMS (Short Message Service) and Email (Electronic Mail), the text messaging services, elicits the appeal of instantaneous communication by using mobile technology to send emails and text message to anyone anytime and anywhere, bulk email and EMAIL AND SMS system has expanded that capability of email and EMAIL AND SMS by implementing the power to easily send multiple emails and EMAIL AND SMS messages to be intended recipients with reliability. the benefits of bulk email and EMAIL AND SM Scan be applied in schools and universities to further develop classroom interactions and set up a virtual community as a public relations system. Lecturers can conduct mobile quizzes in many question forms with their students via email and SMS. Moreover, bulk email and EMAIL AND SMS system provides an information service like sending special announcements, news and interest information to students and other related recipients. The goal of this research is to develop a system which applies a variety of technologies including mobile and web technology that improve, supplement and support student's learning and public relation via wireless communication.

Bulk emailing and messaging are commonly used for alerts, reminders, marketing, and notification but also for information and communication between both staff and customers. Bulk emailing and messaging let you deliver emails and EMAIL AND SMS messages to mobile handsets almost anywhere in the world.

Index Terms - SMS (Short Message Service); Bulk Email and SMS, Education; Public relation; Mobile; Web; Wireless communication

1. INTRODUCTION

In this literature survey we understand about the bulk email and message sender and how to send bulk number of emails and message in any organization for information alert about the organization. Text local says that the majority email and message sender are most useful in big commercial agencies for sending the bulk amount of email and messages. Logon Utility features a Bulk email and EMAIL AND SMS gateway that pushes the simple message to mobile phones. In Other words, we've an effective tool that sends the Bulk EMAIL AND SMS through the internet to the people on the handheld device.

2. PROPOSED WORK

Bulk email and SMS Gateway service may be a software application or web-based application that is used to purpose of send email and SMS messages in number of many people from the computer via the mobile network. Its bulk email and SMS service allows one Email and SMS message to be sent bent a number of large people or a great amount of Email and SMS messages with different contents to be delivered to many people. Large companies, Offices, colleges and corporations send Email and SMS messages in bulk gateway for the sake of efficiency and to save time and money. Bulk Email and SMS indicates sending quick and short emails to a many of us. the amount may vary via hundreds to be able to thousands. The identical message is shipped to all, or any individuals contained in a list. This service is usually used for sales promotion and then for advertising services and products. as an example, you'll inform people of a future event, a bit like a concert or even the launching of the new gadget. However, generally these messages are sent to consumers who volunteered being among the list of clients of any organization or business. Voluntary mail messages may inflame prospective client and is interpreted while harassment.

3. EXISTING SYSTEMS

- **Plivo**

1. Description: Plivo's cloud communication platform offers a simple, fast, and scalable way for companies to modernize their business communications. Plivo's API platform lets businesses quickly incorporate voice and text messaging capabilities (both SMS and MMS) into their own applications, and it offer SIP trunking and phone number rental services.

2. Advantages:

     Ease Of Integration

     API Call Speed

     Communication Varieties

     Documentation Available

3. Disadvantages: It is a bit expensive and majorly meant for business purposes

Reference link : https://www.plivo.com

- **Atomic SMS Sender**

1. This is an online application that allows users to send bulk SMS from their phones or computers. The application can be used to send SMS to over 200 countries and supports over 700 mobile operators.

2. Advantages:

   Easy contact management

   Can schedule messages at anytime

   Live online training and documentation are readily available

   Offers unsubscribe feature for the audience to make them feel privileged

3. Disadvantages:

   2-way messaging is not possible

   MMS and mobile coupons are also not possible

   Sometimes SMSs don't get delivered on time

4. Gaps Identified: Atomic SMS sender uses demand-based pricing. Their pricing is dependent on the monthly traffic of SMS sent. They offer additional discounts in case there is a large SMS volume to be sent and ten free SMS for the user to their systems.

Reference Link: https://sourceforge.net/software/product/Atomic-SMS-Sender/

- **My SMS Mantra**

1. My SMS Mantra is a free software for sending bulk SMS that enables the user to send SMS online using an Excel plug-in. All you need is to download and install the Excel plug-in and then stay connected to your clients/customers via SMS.

2. Advantages:

   Seamlessly interfaces with other application through its API

   Easy to set up with no hidden costs

Has free technical support

Allows 2-way messaging thanks to its Mantra Communicator

3. Disadvantages:

The word limit for SMS messages is too short

Might lose data put in the software if you face network issues

4. Gaps Identified: The pricing depends on the kind of SMS to be sent – whether it is a transactional or a promotional SMS.

5. Reference Link: https://www.mysmsmantra.com

4. RESEARCH METHODOLOGY

India has one among the densest and prospective markets for cellular phones, and mobile service providers have a strict policy about providing access to their customer bases. However, Bulk Email and SMS service provider in Mumbai maintain databases of individuals Who are open to mass messages. this suggests that a company engaging in this kind of marketing can reach out to a target audience more efficiently. Not all bulk SMS reseller providers have extensive resources however, and it's up to you to select the right vendor.

Bulk Emails and SMSs reach the audience with greater efficiency than television or print advertising because they reach the client directly. A message on your phone are some things that you can always refer to later; and it doesn't go ignored as marketing calls often do. On the opposite side of the playing field, a bulk Emails and SMS reseller provider can reach bent thousands of people within a limited cost. While conventional advertising cannot guarantee the eye of your intended target audience, bulk SMSs will allow you a deeper reach the market Without spending as much as you would When engaging in conventional marketing!

Moreover, during this digital world, smartphones are the simplest partner. Without it, nobody survives. Even the old aged or illiterate people want to have smartphones and they try to read all messages. These people never read email as they do not have an email account. Hence. there could also be no doubt that Bulk SMS service will assist you to connect with your audiences better. Get your Bulk SMS service through us thousands of your audience at the identical time. it's believed that an SMS is opened within five minutes of its receipt, making it an efficient medium to attain out on your target.

5. **CONCLUSION**

This project is widely use full in any organizations, colleges, banking, companies, E-Commerce, Market News, Government & Public Utilities, Logistics, Media & Entertainment, Travel & Tourism Industry etc.

Alert your customer/user about the new updates of organization/colleges. In Logistics it uses to send the shipping updates, invoices, bills, tracking detail web URLs and far more via an email or SMS. Media & Entertainment it uses to ask the audience to an FM'TV show or ask the audience to vote for their favourite contestants in your reality show. and it also utilized in Travel & Tourism Industry Become a travel buddy of your customer by sending all the itineraries and travel routes via an email or SMS to make their journey more hassle-free.

6. **REFERENCE**

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