

Building SMS Marketing software

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Abstract: In the context of increasingly developing digital marketing, building a market message management system (SMS Marketing) has become an important solution. This project aims to design and deploy an application to help businesses optimize their communication strategies via SMS messages. Through a combination of theoretical research and experimentation, the project provides a comprehensive solution including automated message sending, data analysis, and customer relationship management. The significance of the project lies in expanding customer reach and enhancing the marketing effectiveness of businesses.

Keywords: SMS Marketing, Digital Marketing, Communication Optimization, Automated Message Sending, Data Analysis