

Build an SMS advertising solution to support business operations.

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Abstract: This topic aims to study and develop an advertising solution via SMS messages to effectively support business operations. The practical context shows that the use of SMS messages as a marketing tool is increasingly attracting attention from businesses. The objective of the topic is to build an SMS-based advertising system to optimize costs and enhance communication efficiency. Through theoretical research combined with experimentation, the topic hopes to contribute to diversifying marketing methods for small and medium-sized enterprises. The expected results will provide specific and feasible solutions for practical application.

Keywords: SMS advertising, business, theoretical research, experimentation