

## The #1 SMS and MMS Platform Now With Emojis

ProTexting, a New York based company, has introduced a powerful new feature that will make your SMS campaigns even more compelling. You can now include emojis along with text in your messages. This is a way to instantly make your messages friendlier, more accessible and in sync with today's generation who use emojis constantly in their daily communications.

### Make Your SMS Pop



Emojis have become an important part of how people, especially younger smartphone users, communicate. Using them in your SMS campaigns helps you connect with people in an emotional way. Think about it. When your promotional messages contain emojis, they look more like text messages from friends. Adding friendly, funny, and colorful emojis lets you speak the language of today's users of smartphones and other devices. We are one of the first to offer this exciting new possibility in SMS marketing.

## The Benefits of Using Emojis in Your Messages

Regardless of whether you love emojis or think they're silly, the fact is that they're now a staple of text and chat communications. Here are some of the ways you can use this new capability.

- Speak using today's lingo, which combines visuals with text. Emojis make your messages more personal and engaging than using only text.
- Ask your audience to interact with you using emojis. A good example of this is [Domino's](#), where customers can order pizzas using emoji keywords. This makes it more fun for people to reply to your messages.
- Display emojis in your [text-to-screen](#) campaigns to make them more colorful and engaging.
- Create a [text-to-win campaign](#) that people enter by using emojis. This is another way to use emoji keywords to increase engagement.
- You can increase the response rates to your messaging campaigns dramatically by using emojis in your SMS.



Adding emojis to your SMS campaigns opens up some great opportunities to connect even more effectively with your audience. You can use emojis in whatever way is best suited to your business. Use your imagination, test different approaches and see for yourself how this new feature can take your SMS marketing to another level!

If you are ready to enhance your SMS campaigns with emoji, [sign up for an account here](#) or [login](#) to your existing dashboard.

