

The SMS Advantage

Why The Public Sector is Texting Its Way to Success.

Why SMS, and Why Now?

The public sector has a communication problem: people are overwhelmed, distracted, and slow to respond. Email gets ignored. Phone calls go unanswered. Social posts get buried.

But SMS? It cuts through the noise:

- 98% open rate vs email's 25%.
- Read within 3 minutes on average
- Trusted, personal, impossible to miss.

Impact of SMS in Today's Public Sector

8x increase in muster event attendance using automated SMS
The U.S. Army Reserve Careers Group

67% increase in transfer production using SMS automated drip campaigns.
The U.S. Army Reserve Careers Group

40% reduction in average time to transfer using SMS automated drip campaigns.
The U.S. Army Reserve Careers Group

Project Broadcast: SMS For The Public Sector

Project Broadcast makes it easy for governments and agencies to get started quickly. With organization-level TCR registration you don't have to worry about compliance slowing you down.

Ready To Get Started?

To activate your government agency's texting communications program with Project Broadcast contact our Head of Partnerships Christina Mendelson at christina.mendelson@projectbroadcast.com

Why Governments should use SMS

Compared to traditional communication channels SMS is uniquely positioned to deliver mission-critical messages. No internet or smartphone required.

ACCESSIBLE & INCLUSIVE

No internet or smartphone needed. Ensuring underserved populations get the same vital updates.

TRUSTED & DIRECT

Citizens know the message is coming straight from their government. **Cutting down on misinformation and confusion.**

FAST & RELIABLE

Messages are delivered instantly and seen within minutes. Critical during emergencies and public safety events.

UNIVERSAL REACH

Works on every mobile phone, **making it accessible to everyone, everywhere.**

UNMATCHED ENGAGEMENT

With open rates above 90%, SMS outperforms email, apps, and social media every time.