**Picking the Messaging Apps With the Best Fit for PR**

Many businesses are turning to messaging apps for "customer service, customer communications and content promotion," writes Susan Kennedy. She highlights the benefits and costs of SMS apps such as TextMagic and ClickSend, along with Facebook Messenger, WhatsApp and Snapchat, and advises PR professionals to try various communications tools to find the right fit for their clients.

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[***https://glean.info/how-to-choose-the-best-messaging-apps-for-pr-and-marketing/***](https://glean.info/how-to-choose-the-best-messaging-apps-for-pr-and-marketing/)

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[***https://upload.wikimedia.org/wikipedia/en/archive/0/0d/20160714170623!TextMagic\_logo.png***](https://upload.wikimedia.org/wikipedia/en/archive/0/0d/20160714170623%21TextMagic_logo.png)