GoldSMS function in four modes for outbound Texting:

1. Broadcast, useful for reaching large audiences with a marketing message
2. Narrowcast, for sending important, time-sensitive messages to select groups of contacts
3. Conversational, similar to how you'd use your cell phone to Text back and forth
4. Referral, i.e. sending a Text to salesrep Joe, *about* Sally at XYZ Corp.

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