

# Overview

SMS Magic is a Simple Business Messaging App, that lets you text/SMS right from inside your Salesforce CRM. You can empower your agents to do Interactive Messaging or do Automated Messaging and Campaigns. SMS Magic makes it easy for Admins to Setup the app with clickable Wizards for even the most complex Use-Cases, like Surveys, Drip Campaigns, Nurtures, and Keyword-based automation.