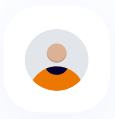


Shifting a Drip Campaign to SMS

Messaging consistently delivered a 95% open rate and 30% click through rate



About the Customer

Our customer was a UK-based small marketing agency. Several of their clients were concerned about the impact coronavirus might have on their business and were looking to reduce their marketing spend.



Challenge

The ad agency represented a B2C client whose products were sold in 30-day supplies. Some customers had subscriptions and automatically received their product each month, while others reordered every month.

The agency was looking to create a drip campaign that would deliver content to their clients. The drip campaigns needed to be easily customizable with different messaging for their different types of customers, so that subscribers would be encouraged to consume the product while monthly purchasers would be encouraged to reorder the product. Additionally, the message had to be further customized for the different products that were being sold.

The ad agency was interested in exploring the potential of SMS, due to its high open rates and low costs.





Solution

MessageWhiz had the tools needed to create highly customizable drip campaigns built directly into the user interface. The platform allowed for easy segmentation through its list management features, and its use of tokens allowed for messages within the same campaign to feature different messages.

MessageWhiz's platform allowed for total automation of the campaign, and it was easily integrated into the ad agency's CRM system.



Results

The ad agency and their client were pleased with the initial pilot campaign. The messages consistently showed an open rate above 95%, with a 30% click through rate.

The agency has decided to expand on their SMS drip campaign. Moving forward, campaigns will feature 2-way SMS campaign, which will allow the agency to get direct feedback from users and integrate a direct ordering feature into their drip campaigns. Additionally, the agency intends to use SMS for customer satisfaction surveys and develop one-to-one relationships to foster consumer involvement as it engenders loyalty.



About MessageWhiz

MessageWhiz helps brands build one-to-one relationships with customers through messaging marketing tools, to deliver the perfect customer experience.