

Digital Clarity Case Study

Digital marketing specialist uses TextAnywhere for SMS marketing campaigns.

Digital Clarity is a multi-disciplined digital marketing agency specialising in the creation of highly effective online marketing strategies and digital campaigns for clients and agencies across a broad range of vertical markets. The company has offices in the UK and USA.

Digital Clarity helps major brands and SMEs take full advantage of the growing digital economy by focusing specifically on key areas such as SEO (Search Engine Marketing - (Google, Yahoo! and Bing), Social Media (Twitter, Facebook & LinkedIn) and detailed Internet Strategy Planning including Design, Analytics and Mobile Marketing technology.

Tried and Tested Digital Marketing

Digital Clarity employs a tried and tested but uniquely customer-focussed model that has continually delivered a proven, high quality service with a highly cost-effective return on investment; this effective approach has helped many customers achieve very impressive marketing results.

Excellent Working Relationship

Reggie James is the Managing Director at Digital Clarity, "We run many promotional campaigns on behalf of our clients, but one of our most successful has been a programme created for one of our automotive clients. A part of this success lies in the fact that we have built an excellent working relationship with text and SMS specialists TextAnywhere, and have made full use of two of their specialist online text products to great effect - TextCampaign and TextPremium."

"Each month we use the TextCampaign platform to engage with our clients' customers and inform them of any special deals or offers", he added. "An example campaign may be the promotion of an open day at one of the vehicle dealerships. We frequently use a response keyword in the SMS campaign, which is monitored via the online reporting system. This may be as simple as 'Text YES for a call back'. This programme of activity has proved to be timely and has resulted in some really excellent response rates for the client."

Reggie said, "Alongside these individual campaigns we have started using the short code facility on point-of-sale and offline media. This simple add-in has allowed us to directly monitor the response and customer engagement from other marketing efforts as well as re-engage with those prospects who are actually texting in."

Cost Effective Platform

Reggie revealed, "The overall objective of the campaign was to drive more users to the dealerships in order to sell more vehicles. However alongside this SMS was chosen as a cost effective platform to re-engage with a large volume of customers in one go. As opposed to email, SMS can be seen as a more direct platform of marketing as it goes straight to the customers' mobile devices and therefore can engage with them anywhere at any time."

Reacting Rapidly to Opportunities

Reggie went on to say, “SMS marketing has proven to be highly effective in specific situations. We have used it to sell additional vehicle accident cover in extreme weather conditions such as heavy snow or torrential rain. This simple campaign was extremely successful. The great thing with the TextAnywhere system is that we can react rapidly to given situations and make the most of any marketing opportunity that may arise.”

Summarising the campaign effectiveness, Reggie explained, “By using the ‘Text YES’ strategy we can immediately see the response rate of the contact list and refresh our database accordingly. SMS is certainly a great way to re-engage with past and current clients and we have seen the response rates over the years improve as more users are becoming more comfortable with mobile marketing.”

Simple to Use

TextCampaign is a very simple to use product that allows bulk SMS messages to be delivered with just a few clicks of the mouse. It allows users to set up and schedule messages for weekends or evenings, meaning that campaigns can be set up in bulk and scheduled to be sent in batches so that the call centre or response facility doesn’t have to cope with a sudden rush of incoming activity. The system reports are simple yet informative and allow you to download the responses and log the delivery to the handsets’ data.

Conversion Rate

Reggie concluded, “Although it can be difficult to analyse direct results with campaigns where ‘Text YES’ is used for a call back, we have seen our promotions achieve nearly 3% conversion, which when compared with traditional blanket direct mail is a very positive return. As all these responses lead to speaking to the client directly, the quality of the leads is very high. SMS is responsible for a very cost effective conversion rate, especially when using response keywords to get direct feedback from the recipients.”

Personal Touch

Reggie added, “After researching a variety of texting products available on the market we actually tested a few to compare results. TextAnywhere offered us a free trial and were extremely helpful in getting our system set up. There was a personal touch which many of the other suppliers did not offer and we also felt comfortable that the TextAnywhere SMS solution used UK based operators, which was one of our key requirements. I would certainly recommend TextAnywhere as a very useful partner for digital marketing activity.”

If you would like to chat to Digital Clarity about your digital Marketing needs then why not talk directly to Reggie James on **0845 388 4071** or email reggie.james@digital-clarity.com or visit the website at www.digital-clarity.com.

Secure Company

Since 2002, TextAnywhere has offered a range of text services that focus on reliability, ease of use, security and good value, backed by quality support from a financially secure, profitable organisation.

Range of Services

TextAnywhere provides commercial and public sector organisations with text messaging services that enable the sending and receiving of SMS messages from individual desktops or handheld devices, through online and email applications. These can be through a simple pre-paid model or monthly account terms.

The company also offers a Developer Toolkit for clients to integrate texting in to their own applications, as well as a White Label service for partners who wish to offer TextAnywhere’s services as their own, branded text messaging services.

If you would like to find out more about how TextAnywhere can help your business communications, please visit our website www.textanywhere.net or call the sales team on **08451 221 302**, or email us on: welcome@textanywhere.net.

