

Mobile Marketer™

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SMS case study - Belterra Casino Resort

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Name and city and state of marketer

Ping Mobile, Englewood Cliffs, NJ

Name and city and state of agency or marketing services firm

Belterra Casino Resort, Kentucky via Insight Media, Kentucky

Campaign/program name

Belterra Casino Resort Sweepstakes

Duration

One month

Common short code and keywords used

Consumers were asked to text the keyword BELTERRA to short code 74642.

Objective

The primary goal of the campaign was for Belterra to build a mobile database so that they would be able to contact interested consumers in the future with promotional opportunities and other communications.

Target audience

Belterra Casino Resort targeted consumers in three nearby locations: Louisville, Lexington, and Cincinnati.

Strategy

Belterra ran a text-in SMS sweepstakes campaign to win a one night stay at the hotel and a \$100 resort credit. After texting in, consumers received a double opt-in request offering an additional ten chances to win should they accept.

Call to action

Advertisements drove consumers to text BELTERRA to 74642 for a chance to enter to win the sweepstakes.

Tactics

Insight Media managed the publicity of the campaign. They advertised the call to action on local television stations on channels and time slots which reached the target age group.

Results

The campaign produced incredible results with thousands of consumers texting in from each of the three targeted locations. Of these, almost 60% elected to double opt-in to receive additional messages from Belterra in the future.

What next

Belterra was extremely pleased with their first mobile marketing experience. They plan to continue running mobile campaigns with Ping Mobile in order to increase brand awareness and drive sales. With a targeted, opted-in mobile database of local consumers at their disposal, this shouldn't be too hard a task.

Lessons learned

The right combination of an alluring offer and appropriate publicity of a campaign can have tremendous success, regardless of market size. This campaign was another powerful reminder of the prevalence of mobile use and consumers' interest in engaging with businesses through their mobile device.