

# Mobile Marketer™

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## SMS case study - Immix Wireless' WWE Smackdown Live sweepstakes

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Consumers can stay connected to WWE on the go

### Name and city and state of marketer

Ping Mobile, Englewood Cliffs, NJ

### Name and city and state of agency or marketing services firm

Immix Wireless of Central Pennsylvania

### Campaign/program name

WWE Smackdown Live Sweepstakes

### Duration

One week

### Short code

7464

### Keyword

WWE

### Objective

To spur communication between Immix and its subscribers via a fun sweepstakes, which gave away four tickets to WWE Smackdown Live show at Sovereign Center in Central PA.

### Target audience

All Immix Wireless subscribers

### Strategy

To push out a text message to all Immix Wireless subscribers alerting them to the sweepstakes and how to enter.

### Call to action

A push text message and advertisements told subscribers to text the keyword WWE to the short code 7464 to enter for a chance to win.

### Tactics

Advertisements were placed in-store at all Immix locations throughout ten central PA counties. They were also placed on Immix's Facebook page and Web site, as well as push message to all subscribers.

### Results

Just under 10 percent of all subscribers texted in to join

### What next

Immix will continue to run more sweepstakes for subscribers.

**Lessons learned**

Immix subscribers like having a chance to win cool prizes, especially to popular events happening in their immediate area.

**Surprise finding**

In a short amount of time a lot of subscribers texted in. Imagine if the campaign had run for longer?

**Strategy quote**

"No wireless carrier in the area offers tickets to local events, so by working with Ping Mobile, we were able to provide this exclusively to our subscriber base," said Tara Dove, marketing and social media coordinator at Immix Wireless. "More and more, subscribers are participating in text-to-win campaigns, which are a great tool for us as a wireless provider."