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SMS case study - Eagle Claw Fishing Equipment

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Bioline relies on SMS

Name and city and state of marketer

Eagle Claw/Wright McGill

Name and city and state of agency or marketing services firm

Text2VIP, Atlantic City, NJ

Overview

Eagle Claw, a fishing equipment manufacturer and leader in the industry of fishing tackle for 84 years sought to introduce the world's first biodegradable fishing line - Bioline.

Releasing the product at the 33rd Annual International Sportsmen's Expo, Eagle Claw/Wright McGill contacted Text2VIP to establish a mobile SMS

campaign to promote and market their newest product.

Objective

To provide the 84 year old company a modern day marketing tool to identify and engage their consumer base.

Utilize SMS to issue a paperless coupon, allowing their marketing approach to be consistent with the environmentally responsible product.

When

January 5-8, 2011

Where

International Sportsmen's Expo, Denver Colorado Convention Center.

How

Visitors expressing interest in Bioline, the world's first biodegradable tackle, were encouraged to text BIOLINE to 74499 to receive an SMS coupon.

Finding

Interest on the part of expo attendees far exceeded expectations.

Response to the SMS component was so high, product inventory was depleted by the midpoint of the four-day event and mobile call to action signage needed to be taken down.

Eagle Claw product development executives analyzed all sales conducted at their exhibitor station and concluded that 23 percent of overall Eagle Claw product sales for the four-day event, were directly related to the SMS campaign.

Take away

Eagle Claw received numerous consumer comments and positive feedback surrounding the SMS component at the 2011 Expo.

Consumers were noticeably excited to engage with their brand through mobile.

Eagle Claw and Text2VIP are developing a new SMS campaign to be promoted on their product packaging in retail outlets throughout the U.S.

Quote

“SMS provided us with a new and engaging way to communicate with our customers, and we were able to easily identify target audiences interested in new products.” - W. Kirkland, Eagle Claw