

# Mobile Marketer™

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## SMS case study - Faith

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A Faith store

### Name and city and state of marketer

Faith, London

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

Mobile Interactive Technology (MIT) part of global integrated mobile and digital communications business Mobile Interactive Group (MIG), London

### Campaign/program name No. 1

Friends and Family

### Campaign/program name No. 2

Fashion magazine promotion

### Duration

Friends and Family ran for three days and the fashion magazine promotion ran for six days

### Common short code and keywords used

No short code or keywords were used. The campaign was driven 100 percent by push SMS messages distributed to an opted-in mobile database.

### Objective

To let Faith communicate with its ever growing database and mobile opted-in customers.

### The purpose of each SMS campaign was to

- provide new product information and promotional offers
- to drive footfall into high street stores and online by delivering mobile redemption codes and supporting promotional activity
- inform customers of new season collections
- build consumer loyalty to the Faith brand by supporting awareness and applications for the Faith VIP card

### Target audience

Fashion savvy shoe buyers

### Strategy

To date, Faith has run two consecutive SMS campaigns using MIT's MIDAS messaging platform.

First, a Friends and Family promotion offering 25 percent off full price products which ran over a three day period and second a promotion in conjunction with a high circulation fashion magazine offering 20 percent off full price products which ran over a six day period.

### Call to action

All opted-in mobile consumers received an SMS inviting them to take part in the promotion

Friends and Family:

SMS push sent on Oct. 22, 2009

FreeMSG: 25% off Friends & Family weekend 23-25 Oct 09! Show code TXTFRIENDS0109 in Branches or use at [www.faith.co.uk](http://www.faith.co.uk). Ts&Cs apply. To STOP txt STOP to 67777

Fashion magazine promotion:

SMS push sent on 29th October 2009

FreeMSG: Hi! Get 20% off Full Price items till 3rd Nov 09. Show code XXXXXX in-store or use at [www.faith.co.uk](http://www.faith.co.uk). Ts&Cs apply. Branches only. Txt STOP to 67777

A magazine promotion featured a full page advert in the magazine with a tear out data-capture voucher.

### **Tactics**

All opted-in consumers received a text message containing a promotional code which is redeemed in-store or online to claim their offer. To comply with industry regulation MIDAS Communicate offers the facility for consumers to unsubscribe from the service at any time.

### **Results**

The campaigns contributed to 47 percent of the uplift in revenue via Friends and Family promotion online and in-store, contributed to a 30 percent of the uplift in revenue via the fashion magazine promotion online and in-store, redemption of promotional codes was higher for second campaign and more than 70,000 SMS messages were distributed throughout both campaigns.

### **What next**

Faith has licensed MIT's MIDAS platform for one year. This means that its in-house marketing team can quickly set up, manage and deliver further, free-to-consumer SMS promotions.

### **Lessons learned**

- Discovering optimum times to distribute targeted SMS
- Effectiveness of duration and desirability of campaign (3 v's 6 days)
- Running seasonal campaigns at different times of year eg: pre Christmas, New Season collections

### **Surprise finding**

- Revenue generated exceeded expectations over duration of both campaigns
- Consumers extremely receptive to promotions via mobile mechanic
- A great new arm to our digital marketing strategy

### **Executive's name, title and company for response attribution**

Rob Weisz, commercial director, Mobile Interactive Technology.

### **Strategy quote from brand executive**

"SMS marketing has proven to be an extremely successful revenue generation tool for Faith," said Talin Vartevanian, head of ecommerce, at Faith, London. "It is quick to set up and once launched the message is instantly communicated to the customer which is especially beneficial if they are already out shopping.

"This makes SMS particularly strong at driving footfall in-store but has also proved to be very effective in increasing online traffic," she said."

### **What challenge did mobile address quote**

"Licensing Mobile Interactive Technology's (MIT) MIDAS Communicate platform has enabled Faith to have 100 percent ownership of all campaign delivery from start to finish, including real-time stats reporting," Ms. Vartevanian said.