

# Mobile Marketer™

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## SMS case study - NFL's Pittsburgh Steelers

By Dan Butcher

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### Name and city and state of marketer

The National Football League's Pittsburgh Steelers, Pittsburgh, PA

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

Songwhale, Pittsburgh, PA

### Campaign/program name

Steelers Alerts and Text-to-win during games

### Duration

Football season, ongoing

### Common short code and keywords used

STEELERS to WHALE (94253), HINES to WHALE (94253), WIN FOOTBALL to WHALE (94253)

### Objective

To get fans more involved with the Steelers both during games and throughout the year, keeping them informed and updated on news with the team

### Target audience

Steelers fans

### Strategy

To use SMS to get Steelers fans more involved

### Call to action

Television, buses, Steelers and Songwhale Web sites, and during games over the PA and on the Jumbotron

### Tactics

Grab the attention of individuals in Pittsburgh, where most people are Steelers fans, and make the message short so they remember it and sign up for the exclusive news about the team. During games giving an autographed football is given away, enticing more individuals to text in.

### Results

Database is currently more than 42,000 and growing by about 1,000 each week. During Steelers games an average of 1,920 individuals text in for the autographed football

### What next

More promotions are being planned to further drive the numbers for the upcoming NFL Draft, Training Camp this fall as well as several for next season

### Lessons learned

If given the opportunity, fans love to participate with the teams they love.

Because there is natural down time during sporting events and most people don't leave home without their mobile device we are able to extend engagement with Steelers Fans outside the field of play.

These interactions allowed the Steelers organization to get a committed group of followers that enabled engagement through a new medium.

**Surprise finding**

The amount of sponsors that we were able to get involved with our mobile initiatives to create incremental revenue for our partner and activation opportunities for sponsors.