

Esporta wins new customers with mobile campaign



Business Need:

To give individual health clubs a tool to generate warm leads and thereby sell memberships.

Specifically to provide a response mechanism to newspaper advertising.

To generate customer contact, capture data and then send offers.

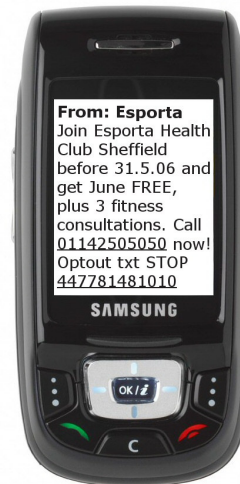
The Solution:

A series of local 'text & win' prize draws.

Subscribers are invited to text in for the chance to win a 6-month membership worth £390.

All entrants win a free day pass.

Runners up subsequently sent follow-up offers to encourage them to join.



Promotion:

Clubs decide best local newspapers in which to advertise.

Subscribers text **ESPORTATW** (e.g. for Esporta Tunbridge Wells) followed by a space and their **full name** to **07781 49 10 10** (standard rate).



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Our Task:

- ✓ Supply solution for both inbound and outbound text messaging, including training.
- ✓ Liaise between head office and individual clubs.
- ✓ Advise on offer as well as print and text message copy.
- ✓ Ensure campaign operated within legislation.

Results?

“ We know we can rely on text message marketing to help us meet our weekly and monthly budgets – we get a measurable result the same day.”

Leona Smith, Group Marketing Manager, Esporta

“ We have had to make our marketing budgets go further and Incentivated’s solution is highly cost effective.”

Darren Robertson, General Manager Wimbledon branch, Esporta

- ✓ The campaign delivered direct benefits to all participating clubs.
- ✓ For example one club sent just 399 follow-up text messages and received 20 calls in 2 hrs of which 12 new members joined.