

John Lewis provides fitness workouts through SMS

Business need

To promote the John Lewis fitness scheme while communicating with customers through their mobile phones

John Lewis

The solution

An SMS service, allowing John Lewis to send fitness instruction steps to opted-in customers.

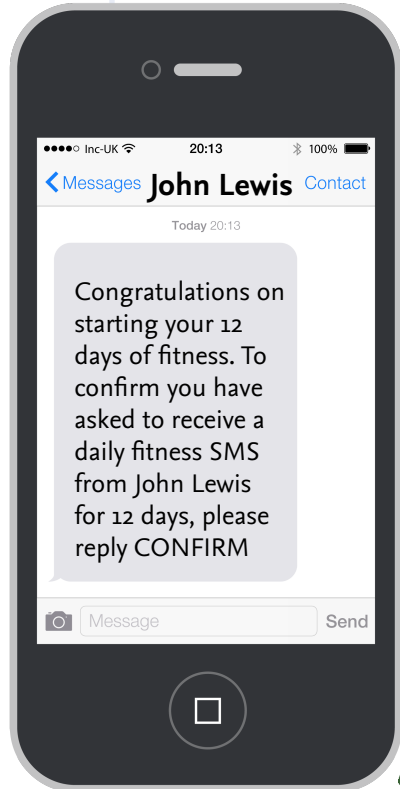
Users who went to the John Lewis “12 Days of Fitness” webpage, were able to enter their mobile number and receive 12 days of fitness tips. Once they had done this, a reply text was sent, with a CONFIRM keyword and 62233 shortcode. Customers could then respond to confirm they wanted the service.

SMS messages were sent at the same time, every day with their workout tip, and links to the John Lewis website, to buy exercise gear and other items.

After the 12 days were complete, the final SMS included a link to the John Lewis Facebook page, where customers could post about their experience.

Functions

- SMS
- Shortcodes
- Auto Response



SIGN UP FOR MOBILE ALERTS [Terms & conditions](#)

Sign up for your 12 days of fitness and we'll deliver inspiring fitness tips direct to your mobile.

All texts we send to you are free. You can opt out at any time by texting FITSTOP to 62233.

What date and time would you like your 12 days of fitness to begin?*

Date (DDMM): Time:

*You will receive your SMS at the same time every day for 12 days from the start date.

Select your level Fitness Kickstart Christmas Reverse New Year Challenge

Your mobile number

[Sign up now](#)