

SMS response boosts Royal Navy recruitment drive

Business need

Encourage potential recruits to contact the Royal Navy for career opportunities.



The solution

An SMS call-to-action was featured on two recruitment-focused TV ads run by the Royal Navy.

Respondents were encouraged to text in for more info about career opportunities, including Warfare and Weapon Engineer Officer positions.

Text respondents received an MMS slideshow specific to their career interest and were invited to visit the mobile internet site to watch a video, request an e-job specification, or sign up for the e-newsletter. Respondents could also 'click to call' the recruitment centre.

Results

- 36% of all respondents visited the mobile internet site
- 17% of all respondents signed up for the e-newsletter
- 25% of mobile internet site visitors requested an e-job specification and signed up to the e-newsletter

