

Case Study

SMS Marketing Campaign for Hotel Promotions



mSMS – Managed SMS Marketing

Steps to reach your market fast

1. Put up a signboard or publish on newspapers, radio or TVs.
2. Setup SMS Campaign with mSMS's Campaign Manager:

Campaign End Date: 20/12/2007

No of Vacancy: 50

Keyword = hotelroom

SMS to Broadcast:

50% off weekend rate for first 50 customers. Enjoy a weekend stay with family @ Hotel Fantasia!



SMS Response on successful reservation:

Thank you for your reservation. Your Phone is <90123456>, your reservation ID is <12001>. Please come down to Hotel Fantasia at Orchard Road. before 15 Nov 07. To cancel reservation, reply: **cancel hotelroom**

SMS Response for unsuccessful reservation:

Sorry, we regret to inform you that we are fully booked. Should there be any vacancy or any offer later, we will inform you ASAP.

Phone Book Group: <Choose your address group> or leave blank.

3. Click Send. Log out & get yourself a cup of coffee.



What's next?

People on your phonebook who receive your broadcast can reply immediately. People who see the signboard, TV or radio ads can also reply with 'get hotelroom'. People who reserve & cancel later will be handled by the system automatically.

System handles the sms requests automatically with SMS response configured above. Any new phone numbers not in your phonebook will be added automatically. Response list will be generated for you to verify the sender.

Why mSMS? Your **targeted** contact database is **growing automatically** with each campaign without any manual work - save labour & advertising costs! Definitely better results with people who're already interested in your services & products.