

What others say about SMiles

"I urge all businesses to collect customers' mobile phone numbers and use them to keep in touch by text message (via SMiles)."

Ed Ryder, Chartered Marketer, MD, Biskit

"I worked with SMiles to send a campaign for Toyota; we are all really pleased with the results."

Bob Taylor, Pigs & Bees

"I wasn't convinced text messaging would work, but I spent £59 and got £4000 of business. Great SMiles return."

Mike Oller, Carpets Direct

"A simple but highly effective communication tool to get our message across to our customers – at the end of the day, everyone reads their texts!"

Kim Binns, Spectacular Driveways

"The service from SMiles was first class and very supportive from start to finish. We look forward to working with them again in the 2010 season."

James Brammer, Huddersfield Giants

Contact

How to contact us

text
SMILES
to
67777

Text charged at your standard SMS rate

tel: 01484 465160

twitter: @smilessms

website: www.smilessms.com

sending your message to
the right person,
at the right time,
at a price that will make you ...

Case study

Total Fitness



smiles

smiles
business text messaging services

Interested?

Call us on: 01484 465160

“At Total Fitness we now use text messaging as our first way to build customer relationships”

Joanne Hallam, Sales & Marketing Manager for Total Fitness explains why;

58% of lapsed members renew after being prompted by a text message

90% cost saving compared to printed direct mail

1457 enquiries were received via text after a radio and banner campaign

1 hour the time taken to initiate a text campaign versus our usual 5 days for leaflets

“In the past we had no idea which of our leaflets ended up in the bin. SMileS text messaging massively reduces our wastage and our environmental impact; plus it greatly improves the measurement of our campaigns.”

Interested?
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Case Study

Ensuring that your target audience receives and hears your marketing messages is more and more difficult in today's mobile world. Yet some companies are reaping the rewards of better communication, while saving money on traditional marketing methods.

Total Fitness is one of our many happy customers - just look at their SMileS...

Difficult to get through

With 24 health and fitness centres and 165,000 members in the UK, Total Fitness needed to reach its customers with timely marketing messages.

Traditional direct mail was considered too slow. Even email was proving problematic, due to aggressive spam filters or individuals failing to check their inbox until hours or even days later.

In need of a reliable way to send marketing messages that would be received and read instantly, Total Fitness turned to SMileS.

Quick and easy messaging

Incredibly easy to use, the innovative SMileS SMS Text Messaging Solution is an on-line system that enables organisations to build strong, loyal relationships.

For Total Fitness, the SMS system has proved invaluable, offering numerous benefits, including:

- Quick and easy message creation
- Low cost – much cheaper than traditional direct mail campaigns

- Highly targeted messages – distribution lists can be created and stored in the address book
- Immediate delivery – perfect for time-sensitive information and promotions

The results are impressive, as people tend to read text messages straight away, it usually has an immediate impact.

Highly delighted with the results, Total Fitness' Sales & Marketing Manager, Joanne Hallam, said: “The SMileS text platform has become a huge factor in our marketing plans and is now our preferred method of communication.

The SMileS texting system has helped the business in a number of ways; it has reduced postage costs, improved our communication with members and prospective members and allowed us to get messages out quickly and effectively.”

Improving measurement

Measuring the ROI of different promotional methods is invaluable for future promotional planning; using keywords on shortcodes provides exact measurement.

“The benefits of using the platform are increasingly evident. Our membership sales teams are now very reliant on using the SMileS text service to create interest in Total Fitness. They now pay more attention to data capture having experienced the successful influx of enquiries received after sending a text campaign; an area which in the past has been difficult to drive,” added Joanne.

Benefits of the SMileS System for Total Fitness, include:

- Easy to use
- Low cost
- Improved customer communication
- Immediate delivery, in comparison with traditional direct mail
- Fantastic assistance (*‘Even when I ran out of texts on Easter Sunday!’ Joanne Hallam*)

Innovative use of the SMileS system, has also proved vital in improving internal communication at Total Fitness.

“The platform is also used for our own internal purposes and getting messages to our staff. Communicating an urgent message to 24 club managers is made much easier through texting as it is instant and they all carry their phones with them.”

Joanne Hallam, Total Fitness