

A Supply Chain Firm Increases Customer Base Using SMS Marketing Campaign



Client Profile

The client is a premier Italian furniture maker, and the only manufacturer of authentic Italian furniture. The company is headquartered in Florida, USA and has been retailing in the United States since 1994. The client has been highly appreciated for their furniture designs and for providing a superior and comfortable living experience to all their customers.

Requirement

The client announces great offers frequently across all departments which they wanted to communicate to their customers. They needed an effective marketing tool that would more clearly communicate about their new services and latest offers to their customers and would help them reach their target audience all at once.

They contacted B2B Marketing Partners and our experts did a quick analysis and figured out the solution that would dramatically increase their customer conversations and [increase brand visibility](#).

Solution

SMS marketing was the most effective way for the client to reach their target audience. [B2B Marketing Partners](#) provided an effective low cost SMS marketing service to instantly deliver these offer messages and their product updates. We created SMS software with the help of which our client could send bulk SMS messages to member groups that can be scheduled to run at a specific time for communications such as new offers, notifications, social events, competitions etc. The project was delivered within schedule and on budget to the satisfaction of client.

Result

With the help of B2B Marketing Partner's SMS Marketing service our client was able to contact their customers about any offers or sales, furthermore, it helped them to build their brand image and increase customer base. These text messaging campaigns were very effective and had people talking about the client's [SMS marketing campaign](#).

- Easier, better and faster communication with customers-96% read rate on SMS's sent
- The manual labor was reduced to a great extent
- Reduced marketing cost in comparison to traditional communication methods
- Compliance with the Data Protection legislation

Testimonial

“B2B Marketing Partner’s SMS marketing campaign has greatly improved contact with our customer; their marketing service has proven to be a very effective communication tool. Moreover, it brought a sense of added security and reassurance to our customers. A recent example of efficient this campaign was when we sent out a text message on a Friday about a weekend sale we were having. We had such an overwhelming response from the customers on the first day that we had to send out another text on the Saturday evening to say we were completely sold out. This quick and effective communication is a wonderful marketing tool”

Jenny Holmes

Finance and Marketing Director

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