



MOBILE SPORTS GROUP



Few things we took away from this campaign, the quick turn-around time you can provide with SMS verse mailing post cards, the open rates are much higher with SMS, and it's more cost effective sending SMS over postal. Combining both SMS & Mobile Banner Advertising was a huge success. They work extremely well together.

Faith & Freedom Coalition



FAITH & FREEDOM COALITION

Restoring America's Greatness
& Founding Principles

Using SMS & Mobile Banner Advertising – Case Study

OBJECTIVE: The Wisconsin Faith and Freedom Coalition hosted a Presidential Kick-Off featuring speakers Gov. Mitt Romney, Speaker Newt Gingrich and Sen. Rick Santorum on Saturday, March 31st in Waukesha at the Country Springs Hotel. We had less than one week to promote this event, we targeted 12,544 Republican Christians within several miles of the event, with (2) SMS text messages and ran over 100,000 Mobile Banner ads promoting the event on local TV Stations using our channel partner Mobile platform technology.

RESULTS

- The event was a sell-out and standing room only.

Wisconsin Presidential Kickoff

804 Responses to Mobile Ads

- Timing** – March 28-30, 2012
- Event** – Faith & Freedom Coalition Wisconsin Presidential Kickoff Event, March 31, 2012
- Target** – Milwaukee area adults tuned into local news & events.
- Objective** – Increase live attendance at event.
- Results** – 804 responses to mobile campaign over a three day period.

Click to Call for Details

SMS Text Message: See Romney, Santorum & Newt 4 FREE this Sat March 31st 10am Waukesha. RSVP <http://wiffkickoff.eventbrite.com/> or call 678-458-7355. Text stop 2 stop