

HOTEL CHOCOLAT

UTILISE SMS CAMPAIGN

THE CHALLENGE

In order to boost Christmas sales Hotel Chocolat wanted to find a quick, but innovative way to capture customer interest and drive online and offline revenue.

THE SOLUTION

According to Smart Insights 98% of text messages are read, with the average response times a mere 90 seconds (compared to 2.5 days for an email)*. With this in mind RedEye and Hotel Chocolat decided to implement a strategic SMS campaign to target a specific segment of mobile users.

The campaign included a text message being sent to Hotel Chocolat's SMS database alerting customers to a '10% off' event which was held within UK stores and online.

A dedicated promotional code was used in the SMS message which was sent the day before the event. This code could then be redeemed either at the checkout on the website or at payment method in stores.

To enable Hotel Chocolat to track engagement of the SMS campaign RedEye inserted a shortened URL which linked back to the Hotel Chocolat website. This highlighted how engaged customers were with the campaign and confirmed delivery and open rates.

THE CAMPAIGN RESULTED IN A
↑1400%
RETURN ON INVESTMENT

THE RESULTS:

The SMS campaign was extremely successful with ROI in excess of 1400%. By implementing a URL it was clear to Hotel Chocolat how many customers had opened and engaged with the SMS promotion.

FROM THE CLIENT...

"We're thrilled with the results from our recent, and first ever, SMS campaign. As you would expect, Christmas is an extremely busy trading period for us, with in store guest footfall and on site traffic at an annual peak. To add to the excitement of Christmas we hold a Christmas Shopping event in store where we sample festive chocolates, Prosecco, competitions and more. We saw SMS as a fantastic opportunity to raise awareness of the event in store and online, and felt that the nature of the text would not prove too invasive by the recipient. The campaign generated an omni-channel ROI over 1400% which goes to show just how effective SMS can be. We will continue to work closely with RedEye on our email marketing and look forward to implementing future SMS campaigns".

"Matthew Keys, Digital Marketing Manager

*Smart Insight, SMS Marketing Campaigns, 2013 (available at: <http://www.smartinsights.com/mobile-marketing/sms-marketing-campaigns/>)