

“Skebby allows us to contact our clients on their mobiles at very competitive rates!”

Challenge presented

Catania Mall is an outlet selling clothing, footwear, bags and accessories at Misterbianco in the province of Catania. The shopping centre only carries prestigious designer brands such as Gucci, Dior, D&G, Burberry, etc. Catania Mall was seeking an SMS supplier at competitive rates, which would allow them to contact their customers quickly and easily.

Actions undertaken

By using the online SMS Messenger panel, Catania Mall sends bulk SMS to its contacts database, announcing promotions or giving information on new arrivals in store, directly to the mobile phones of interested customers.

Benefits delivered

*“The SMS Messenger service allows us to contact our clients on their mobiles at very competitive rates. We can thus offer an innovative, effective service alongside our e-mail correspondence” explains the Manager of **Catania Mall**.*

How can consumer businesses benefit from SMS Marketing

✓ **Improve customer service**

Allow your clients to send texts to ask for help, information or to automatically complete processes.

✓ **Announce promotions**

Promote your business by sending promotional messages with specific calls to action in the message to stimulate customer response.

✓ **Announce news, updates, useful information**

Send useful information on new products that you've developed, new services or company's news.

✓ **Mobile brochure**

Customers can send a message with their email address to receive the PDF of the brochure.

✓ **Internal communication**

Integrate SMS into your systems to remind staff of deadlines, appointments, etc.