



“By using Skebby the shoe shops in our Federation can offer targeted offers at low cost”

Challenge presented

Federalzature is the Italian Federation for the Shoe Trade, which represents more than 11,000 retail, wholesale and import-export businesses. Federalzature is a member of Confcommercio and the CEDDEC (European Shoe Trade Confederation). Federalzature was looking for an easy, user-friendly SMS application to offer its member companies to allow them to contact end consumers via text message.

Actions undertaken

Federalzature chose Skebby’s SMS Messenger panel for sending SMS. Italian footwear retailers who belong to Federalzature use Skebby SMS to reach their consumers with targeted, accurate offers that are updated regularly. They thus stimulate consumers, who appear to be surprisingly interested by these texts and not at all annoyed at receiving them; there has also been a very high redemption rate.

Benefits delivered

In a historic period for the economy, in which consumers are constantly seeking stimulation to make purchases, as well as unmissable price “bargains”, the option of communicating accurately, punctually and at low cost via SMS really makes sense. *“By using Skebby to send SMS to their Clients, the shoe shops in our Federation can offer targeted offers at low cost, which is also due to our promoter’s discount”* explains **Massimo Donda, Chairman of Federalzature.**

✓ How can associations benefit from SMS mobile marketing

✓ Membership or renewal campaigns

Send promotional messages encouraging potential members to join.

✓ Generate new contacts

Create your association’s SMS club: members/fans can sign up by sending a text and you can update them on news, projects, initiatives and so on.

✓ Promote events

Promote your events and projects by contacting people directly on their mobiles.

✓ Announce news, updates, useful information

Boost your relationship with members by sending them news and useful info, directly to their phones.

✓ Events management

Use SMS associations and SMS sports clubs as a channel for managing events that you’re planning or that are already underway.