FOCUS

Challenge presented

Focus (Gruner+Jahr/ Mondadori publishing group) is the most popular Italian monthly magazine, with more than 6 million readers in Italy, and it covers current affairs, science and sociology. It was using an SMS service called "Memo Focus" to let its readers know, by SMS, when the magazine hit the newsstands; it was looking for an innovative method for reducing contact costs via SMS.

Actions undertaken

Focus integrated the Skebby SMS gateway into its own systems, and promoted the free Skebby SMS from Mobile programme to its readership. The service, which is available to all readers, is offered at no cost to Focus to all those readers who have Skebby installed on their mobiles, and thanks to SMS Basic, costs towards all other readers are very reasonable. What's more, thanks to the Receive SMS service, readers can sign up or opt out of the "Memo Focus" service by simply sending a text message.

Benefits delivered

"Thanks to the innovative platform Skebby offered us, we saved 70% on contact costs for the "Memo Focus" service, while at the same time offering our readers a value-added service" explains **Sandro Boeri, Editor of Focus**.

How can media benefit from SMS Marketing

✓ **Increase sales**

Send text messages when magazines, special supplements or associated products hit the newsstands, to let readers know and give them a preview of the content.

✓ **Announce news, updates**

Send messages with the latest news, programme guide memos or premium content (weather, horoscope, etc.).

✓ **Engage listeners and readers**

You can create programmes and formats with user generated content (UGC) in an engaging way (votes, competitions, games, quizzes).

✓ **Generate new contacts**

Create an SMS club for your title or programme: customers can sign up and you can then update them on news, useful info, content previews..

✓ **Letters to the Editor**

Use the Receive SMS service to receive opinions and questions by text message.

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