

Challenge presented

Il Sole 24 Ore is Italy's biggest selling business daily. The newspaper mainly covers economics, politics, news in the tax and legal sectors, and the financial markets. Il Sole 24 Ore was seeking a channel for promoting the publication of the "I Viaggi del Sole" periodical, sold with the newspaper as a supplement on specific dates.

Actions undertaken

Il Sole 24 Ore chose SMS as a channel for announcing the issues dates of its monthly supplement "I Viaggi del Sole". By integrating the Skebby SMS gateway into its own IT system, it was able to simultaneously send 200,000 SMS to its contacts database in just seconds.

Benefits delivered

As a result of sending 200,000 texts directly to the mobile phones of potentially interested readers, there was an increase in sales of the newspaper together with the supplement.

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.