



## Challenge presented

Jakala Group is a leading group in marketing, communication, events and e-business. It works with top Italian firms in a variety of different sectors. Jakala Group wanted to offer its corporate clients the option of sending promotional/advertising messages to their contacts, at highly competitive rates.

## Actions undertaken

Jakala Group chose Skebby as its SMS supplier. By integrating the SMS gateway via API, Jakala Group offers its corporate clients marketing and communication solutions, using the mobile channel: for example, it allows promotions and useful information to be sent directly to the end client's mobile phone. What's more, by using the Receive SMS service, it offers fidelity/promotional services such as competitions via SMS.

## Benefits delivered

Jakala Group integrated Skebby's SMS gateway into its systems quickly and simply. Thanks to Skebby, Jakala Group supplies a value-added service to its corporate clients at remarkably reasonable rates.

## How can marketing and digital PR agencies benefit from SMS?

### ✓ **Announce promotions**

Offer your clients the SMS service. They'll be able to announce promotions to their customers via simple text message.

### ✓ **Generate new contacts**

Help your clients to create and grow databases of users who opt in to be contacted, in order to grow their business. Users can sign up to the service by sending a text and this way companies can build up a database of mobile numbers.

### ✓ **Promote events**

Add SMS as a channel for promoting events that you organise for yourself or your clients.

### ✓ **Improve customer service**

Help your business clients to open up a dedicated channel of interactive customer services using SMS.