



“Skebby has allowed us to create an interactive exchange of information for no more than the price of an SMS!”

Challenge presented

Sinistra Ecologia Libertà (SEL) is a political party whose chairman and national spokesperson is Nichi Vendola. The party has more than 45,000 members in Italy and abroad. Sinistra Ecologia Libertà wanted to publish its members' comments, ideas and opinions about party initiatives and events live on its website (e.g. during the national congress or the “If not now, when?” women's demonstration on February 13th).

Actions undertaken

Using the Skebby Receive service on a dedicated number, Sinistra Ecologia Libertà published a phone number on its publicity materials to which people can send a text message (of more than 160 characters if necessary), which is automatically sent to an e-mail address and then converted for posting on a specific section of the website.

Benefits delivered

Thanks to Skebby, Sinistra Ecologia Libertà can receive texts from its users and post them on its website in real time, sharing ideas and opinions with all those who are interested.

“We've given our members the chance to share opinions and ideas live on our website, simply by sending a text message. Skebby has allowed us to create an interactive exchange of information for no more than the price of an SMS!” explains **Ylenia Daniello, Head of Multimedia Facilities and Content, Sinistra Ecologia Libertà.**

✓ **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.