

Overview

The automobile industry is ever growing with entrants coming in to the market. The major requirements for firms in this industry are enhancing their online presence and improving their branding. Branding is essential as it forms an identity. It is extremely important for automobile firms to portray themselves as unique and to distinguish themselves from their competitors. This ensures that they survive and sustain in the marketplace.

Challenge

An established automobile firm experienced low sales and had to find alternatives to increase the number of sales of their vehicles. Branding as well as prompt after sales service are essential but apart from these, it is also extremely important to effectively reach a larger customer base in order to increase sales.

Methodology

The automobile firm launched an SMS campaign where by customers were asked to text a mobile key word to a SMS short code. Through this, the customers receive more information about purchasing new vehicles. Once the customer sends the SMS, they are asked to respond with which vehicle they are most interesting in purchasing. After this, the customer is prompted for zip code and name so that they can be contacted by the local dealer.

Outcomes

Through this SMS campaign, the automobile firm was able to generate more sales and consequently more revenue. They were also able to acquire more customers as the campaign was engaging and interesting for people to participate in.

About Citimedia

Citimedia is a state-of-the-art marketing platform that provides its clients with efficient digital marketing solutions and consultancy services. The various services of Citimedia include automated social media marketing, mobile marketing, search engine optimization, email marketing etc. Citimedia can help you make the best marketing decisions when launching any products and services and can also assist in campaign planning. As a comprehensive platform, it provides innovative solutions that are integrated and easy to implement so that you can handle all your digital marketing activities in one place.