
MARKET FACTS!

MARKET FACT #20

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70%

of customers subscribe to SMS Marketing

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COMMENT: The words of the article fit best this time: *"Texting is becoming a staple marketing channel for retail brands; marketing service SimpleTexting found last year that 70% of customers subscribe to SMS marketing. But in the case of The Container Store, the campaigns aren't just about converting customers but introducing the brand to a specific new audience."* Now here's a must-read: *"If we have a promotion that comes up, **we can get that live in 15 minutes with SMS and MMS**, which is essential in the media world,' she said. 'And with the quick turnaround, we don't have to engage a lot internally to say 'I need additional creative to make this happen' Hamilton said". SMS is cleaner. To the point. It's a more intimate channel. And without Ads. All at the same time. Not even e-mail can match that.*

A MESSAGE FOR BRANDS

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