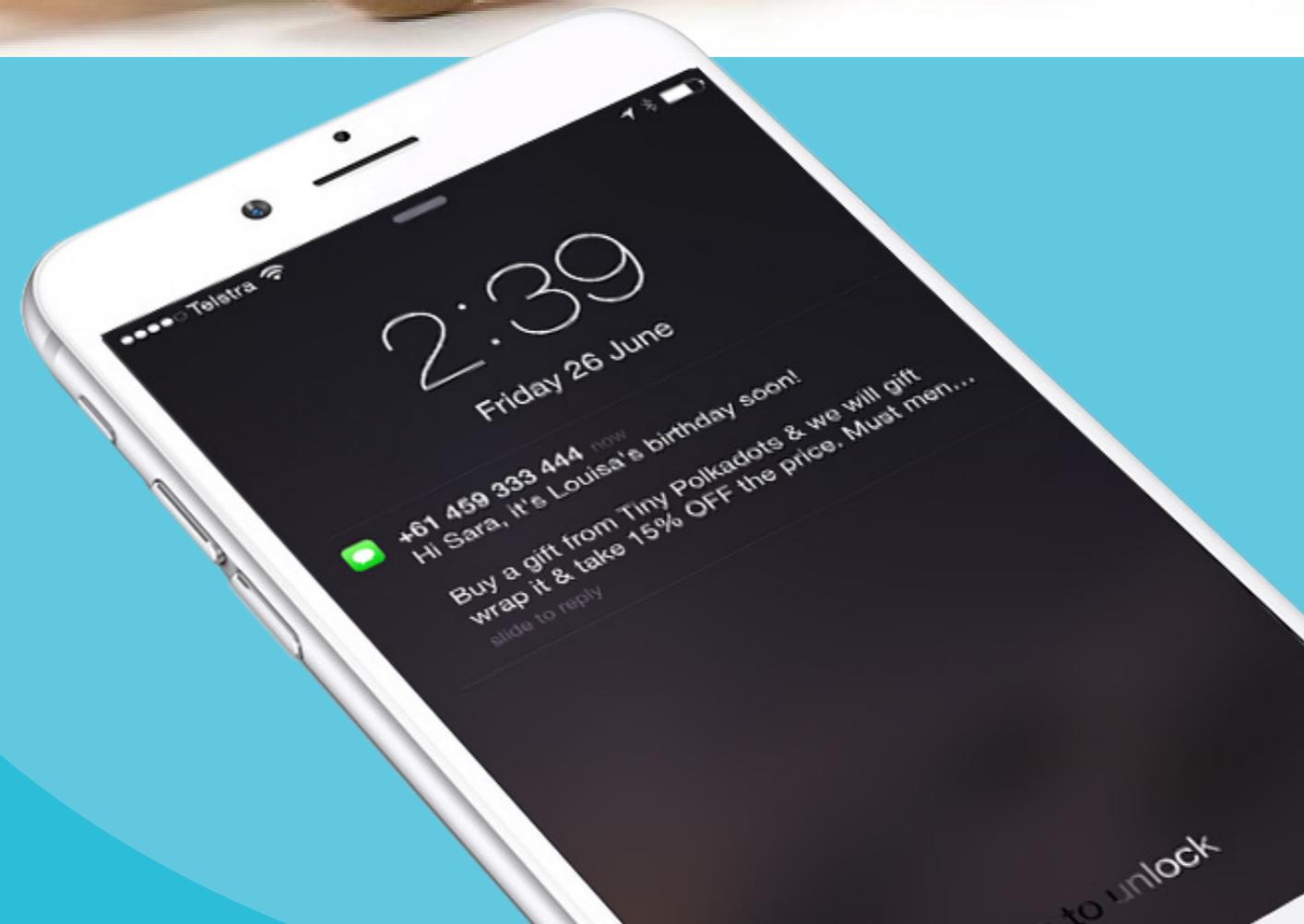




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SMS Case Study: Tiny Polkadots

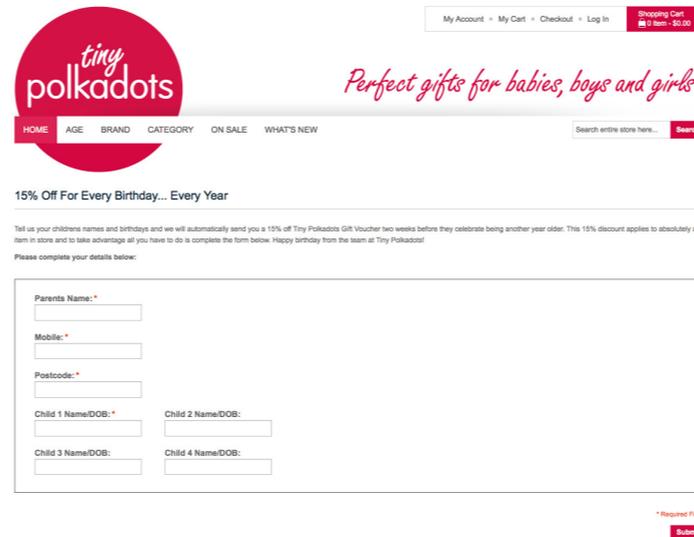
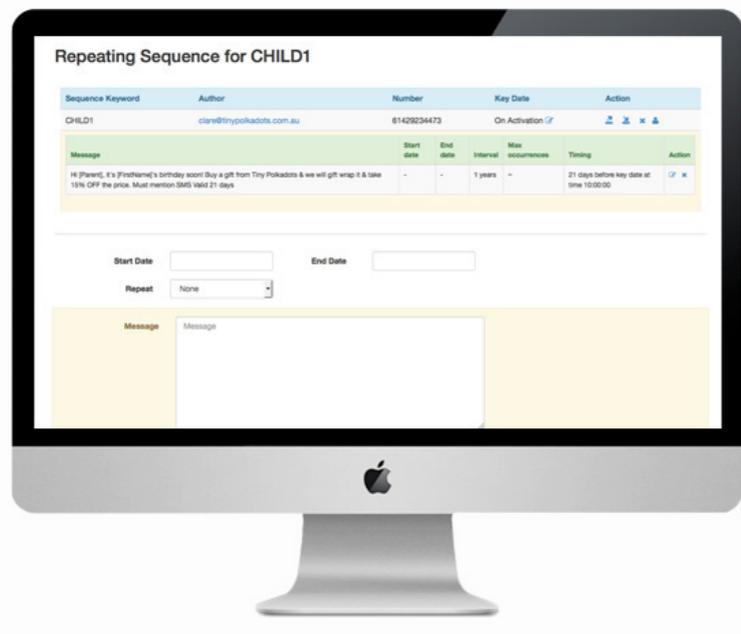


Advanced Birthday Reminder Automation.

Setup

Using our highly advanced messaging automation system, we set up a repeating reminder that includes the parents name and the names of children. The reminder is scheduled to go out 3 weeks prior to the birthday with a 15% off offer.

Our message automation system is capable of sending and triggering personalised text messaging in an infinite number of ways.



Tactics

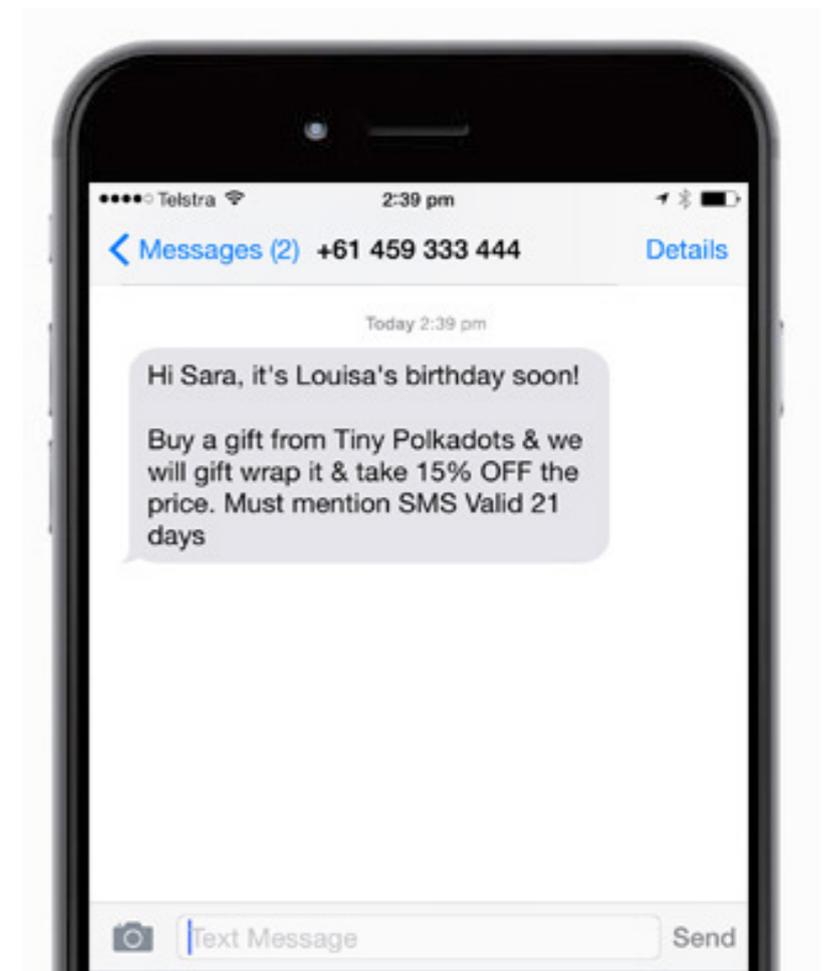
The Tiny Polkadots website has a form that adds birthday reminders directly to their Burst SMS account. The date fires the automated reminder system completely automatically with no need for manual activation.

Any replies can be forwarded directly to the Tiny Polkadots email address and can also be responded to.

Result

The result is a greater brand affinity through personalisation and consideration. By not only sending the reminder, but also personalising with both parent and child names, the extra perceived care is highly valued by the recipient.

This results in better brand retention and a more likelihood to purchase. People always buy from the people they hear from at the time they need it. This puts the brand in front of the person at exactly the purchasing time.



Campaign Cost:

Campaign Setup (one off)	\$199
Dedicated Virtual Number	\$29 per month
Message Costs 8.9c x 1675 birthdays	\$149
Total Cost	\$497 + \$199
Cost per year per recipient:	\$0.30

Contact us to get more from your SMS campaigns.

“The Burst SMS system is awesome. We don’t even have to think about it now. Everything is automated and if we do need to make changes or have questions, they are there to help out.”

Clare Rutledge
Tiny Polkadots



helpdesk@burstsms.com
www.burstsms.com