

SMS Marketing

Creating a Buzz for Your Campaigns



We live in a digital environment with technology causing end user engagement habits to change rapidly.

Activities to reach your target audience must now be more innovative and a whole multitude of channels should be utilised, including digital, social, telemarketing and eMarketing.

SMS is one of the most accessible forms of communication. Mobile phone use is ubiquitous and permission-based text messaging to spread promotional messages is becoming increasingly popular with marketers.

CPB is extending its SMS service to complement and support other services such as event promotion, TechKnow.Online and AQL marketing.





SMS and Event Promotion

CPB's Event Promotion service is designed to take your event to market and our SMS offering provides an additional outreach & nurture channel to build loyalty and brand awareness.

SMS comes into play once registrations are received. Initially delegates receive a 'thank you for registering' text and regular contact is then maintained, keeping delegates abreast of news and updates on your event. Keeping in touch via SMS enables you to nurture and build your relationship with your delegates. We can send regular updates until the day of the event advising delegates of news such as speaker and agenda updates.

On event day itself we continue to interact with delegates, reminding them which sessions they have signed up to and any agenda changes.

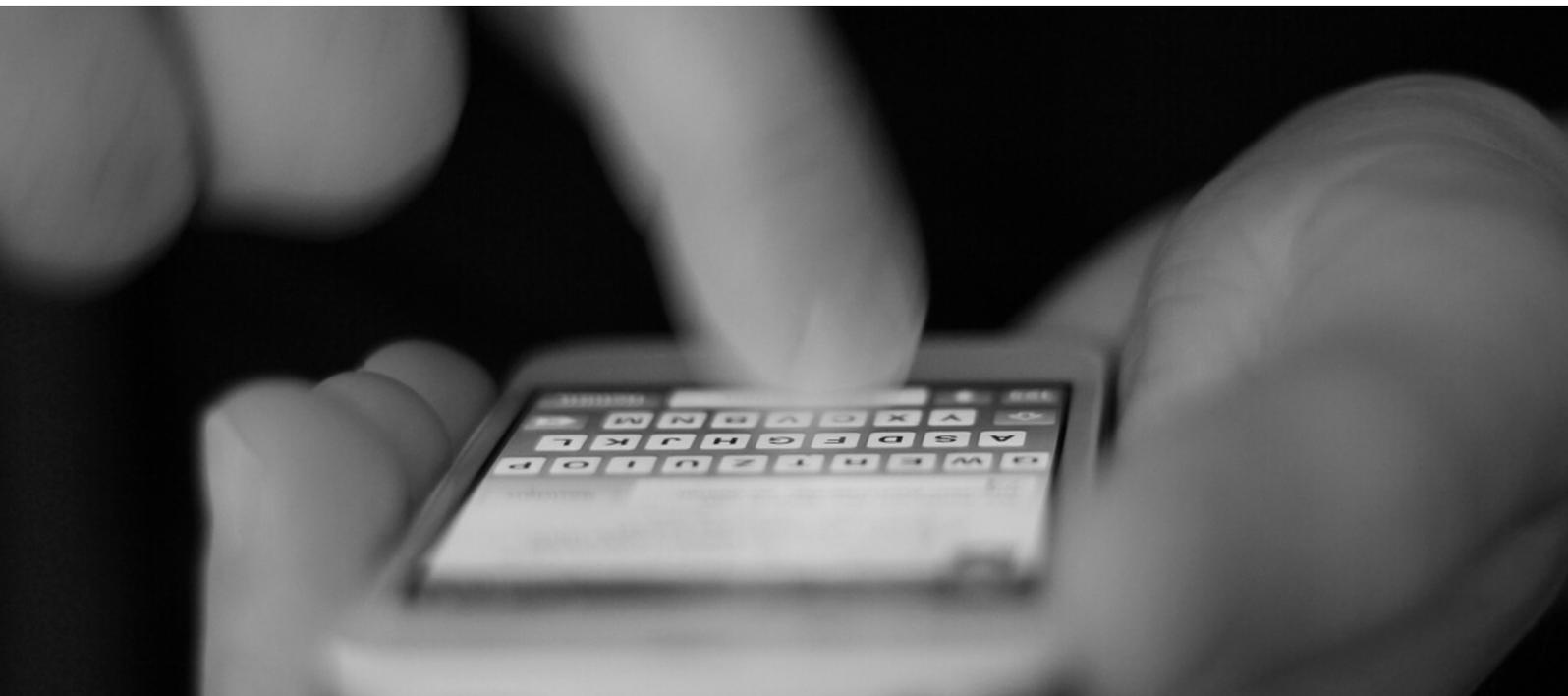
Post-event we can use SMS to keep in touch with delegates, sending them links to post-event evaluation and feedback surveys and providing information of other, similar, events in the future.

SMS and AQL

CPB's AQL service is another string to our lead generation bow; one where acquisition of leads is complemented by a calendar grabber confirming the web appointment, appointment or telephone call.

This distinction ensures that leads given to clients are 100% sound, having been confirmed using a remote mailbox feature. This prevents any 'missed' appointments as the lead has accepted and confirmed the appointment.

SMS communications are used to keep in touch with the lead, to send further communications such as product updates or datasheets and appointment reminders (this final element further cements the appointment itself). We find the risk of appointment slip is greatly reduced when adding SMS communications into the appointment setting marcomms mix.



SMS and TechKnow.Online

TechKnow.Online is CPB's online technology publication delivering the latest news, views and reviews from the IT channel to an IT focused, engaged database of 160,000.

Clients advertise in TechKnow.Online to access the substantial readership, combining adverts with white paper syndication and product launch news.

SMS communications complement the existing advertising opportunities. If content is downloaded or clicked on, we can follow up with relevant, personalised product information.

Ongoing contact helps to build brand awareness and brand trust.

OUR PEDIGREE

Having worked in the IT industry for over 20 years, CPB is experienced in delivering marketing campaigns across a plethora of solutions, products and services in IT, network security and infrastructure.

CPB ACCREDITATIONS

CPB is serious about what it does and ensures our people have the right level of IT/technical knowledge to act as brand ambassadors for your products.

CPB's agents undertake vendor sales accreditations to ensure they're up to speed with the latest innovations, portfolio developments and product USPs.

Our team has now obtained over 75 accreditations from 21 vendors, and this number continues to rise.



CPB UK Ltd
Nortec House
12 North Bar
Banbury
Oxfordshire
OX16 0TB

For more information please visit:

www.cpbuk.co.uk
infocpb@cpbuk.co.uk
 Tel: 01295 263410

