

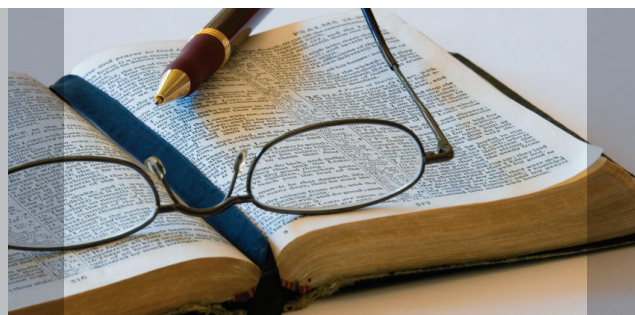
## CASE STUDY

# SMS the Word

*Spreading the Word of God via SMS*

### QUOTE

I'VE BEEN WELL SUPPORTED WITH TECHNICAL ASSISTANCE AND VALUE FOR MONEY. I'VE RECEIVED NO COMPLAINTS FROM MY SUBSCRIBERS, AND MUCH OF THE PROGRAM'S SUCCESS IS DUE TO **MESSAGEMEDIA** PROVIDING A ROBUST, RELIABLE SERVICE. I CAN REST EASY KNOWING THAT EVERY MESSAGE I SEND WILL BE RECEIVED.



## OVERVIEW

### CHALLENGE

Partner a start-up business by providing a reliable, low-cost, premium SMS service.

### SOLUTION

Design a cost-effective SMS solution that sends 5 messages per week to subscribers, each containing a message from The Bible.

### BENEFITS

Our premium SMS service provided a highly dependable foundation for this unique service.

Our client came to us with an embryonic idea: spreading the Word of God via SMS - subscribers would receive messages of hope and love taken directly from The Bible.

Like most start-up ventures, capital was at a premium... for the vision to work, our system would need to be extremely economical and reliable.

The premium SMS service we designed had a number of unique characteristics: a customised interface for ease of use, 55c subscription service based on agreed weekly message volumes, a free 'try before you buy' message sent to consumers (standard rate SMS for the business) and an 'opt-out' reply service.

**messagemedia's** premium SMS service has provided a reliable, efficient framework for SMS the Word. The subscription base continues to grow, at the time of writing (May 2007) just under 2000 messages were issued per week, each containing a message of inspiration from The Bible.