

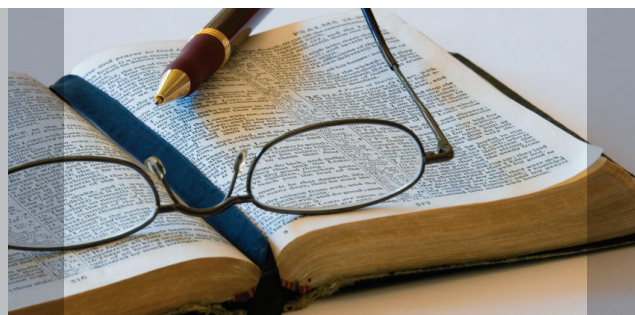
CASE STUDY

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.