

Case Study

Gospel Truth *Magazine.com*



Who They Are

www.gospeltruthmagazine.com
**MEDIA ENTERTAINMENT &
PUBLICATION**

Rock and Roll has Rolling Stones Magazine. Urban Hip/Hop has The Source and now Gospel has **Gospel Truth Magazine (GTM)**. Gospel Truth Magazine is a publication of Worldwide Gospel Records telling the truth about the Gospel Music Industry in a unique fashion that is appealing not only to Gospel Music lovers and to the church community but to all who seek entertainment and news information. GTM service expands to print, television, radio and the internet. These properties include GospelTruthMagazine.com, GospelTruthRadio.com and more.



Gospel Truth Magazine : **10,000** people opt-in with SMS Platform in 30 days

➤ Campaign Setting

Gospel Truth Magazine (GTM) wanted to expand their subscription based publication and get users engaged in promotions, sweepstakes, and music news. Because SMS is a push marketing vehicle, it can help stimulate existing customer loyalty through 1:1 communications via consumers' personal device. This way, GTM was able to use SMS to build customer loyalty, promote timely offers, and ultimately build brand awareness.

➤ The Opportunity

Gospel Truth Magazine (GTM) utilized multiple channels to advertise the keyword "Believe" and "Truelove" on the shared short code 69302. They effectively utilized social media (Facebook, Youtube, and Twitter) as well as creating two customized online sign up pages (OSP) to obtain customer information on their homepage - ultimately increasing their mobile subscription list. GTM also utilized the ability to send out automated SMS marketing messages according to customers' interest in a particular artist and/or album release. This allowed the magazine to add digital messaging to its latest promotional campaigns. For example, when a customer texts the keyword "Believe" to 69302, an automated text message reply is sent out to the mobile subscriber stating:



Gospel Truth Magazine.com



Furthermore, GTM used the platform Mobile Voting feature to engage their customers as well as create a fun contest for their subscribers. For example:

- Listeners are asked to go to theLonnieHunterShow.com and vote for what they think is the best album cover.
- They vote by texting- "LonnieH" to 69302
- One voter a week will be eligible to win an iPod courtesy of Black Smoke Music
- One final winner will win an iPad fully loaded courtesy of Black Smoke Music
- Contest duration: Monday, January 17th- March 18th

➤ The Results

Within a month of their campaign, 10,000 mobile numbers signed up through their keywords from flyers, printed publications, websites, blogs, as well as a number of social media outlets. In utilizing this multi-channel highly effective marketing platform, GTM quickly realized the power of SMS message subscription management during a very simple and short-lived test campaign. GTM used keyword and shortcode technology to create a more intimate interaction by using their subscriber's mobile devices. In addition, the information gathered has greatly enhanced GTM's database. GTM now has the means to:

- Engage in future marketing campaigns and target more relevant customer than ever before
- Quickly and easily tell people about music promotions, upcoming album releases, and events
- Tie in their multimedia marketing campaigns (picture and video), email marketing, and instant messaging using just one platform to send campaigns and event invitations to their distribution lists!