

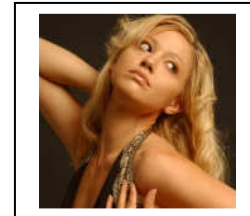


CASE STUDY

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Promotional People propelled by e-txt

Buckinghamshire marketing personnel agency finds staff using text-messaging software.



BACKGROUND

The Promotional People Agency provide catwalk and photographic models, event associates, speakers and marketing materials for events throughout the United Kingdom. The agency's record providing the appropriate people through careful selection and recruitment procedures ensures a compelling experience to establish corporate messages and reinforce brand values.

CHALLENGE

The agency needed a method of communicating with both broad and narrow sets of staff instantly, ensuring that recipients can quickly receive and act upon messages. Communicating with email and telephone calls was found to be unreliable, time consuming and not cost effective.

SOLUTION

“My colleague had used e-txt in a previous position,” explains Tracey Campbell, Director of The Promotional People Agency. “So our adoption of the software was quite straightforward, and the support from Dynmark staff was fantastic!”

“Our business involves booking registered models, speakers and promotional people,” says Tracey, “so we regularly need to contact lots of people at the same time, and e-txt is crucial to us doing this.”

e-txt is a PC-based application similar in appearance to Microsoft Outlook, enabling large volumes of SMS text-messages to be sent and received in one quick operation.



“It’s cheaper and quicker than traditional methods of calling around, and the grouping tools are particularly useful for us,” Tracey continues. “Companies can have very specific requirements for their promotional events, so by being able to specifically target certain groups - such as tall brunette models in Birmingham - we can quickly tailor text-outs to suit their requirements.”

“The flexibility of text works really well for us too. Messages can be passed on so that if one of our people is not available for an event or shoot, they can forward the message on to someone who is. The responses we get back from our staff are much quicker than email responses too, because people always have their mobiles with them.

“e-txt is part of our regular procedures; we’re delighted to have a reliable way of getting in touch with so many people so quickly and simply, directly from our office computers.”

- ENDS -

Thanks to The Promotional People Agency for their co-operation, and images of models, Eddette Viljoen and Leon Beer.

Notes to editors

Dynmark International Limited is the UK’s leading mobile messaging applications developer and provider of bulk SMS text messaging and mobile data solutions.

The range of products include the e-txt™ bulk SMS text messaging application, winner of the New Product Award at the DMBusiness / International Direct Marketing Fair (IDMF).

e-txt™(e-text) is a powerful bulk SMS text message management and distribution system which operates like familiar email applications. But unlike email, it allows PC users to easily send and receive large volumes SMS text messages in one simple operation, set up SMS text campaigns, publish mobile internet sites, set-up email, amongst other functionality.

e-txt plug-in applications. Dynmark are developing mobile features plug-ins for Act! by Sage, empowering users with the ability to send, receive and track messages through familiar Sage programs. Future customer relationship management software plug-in applications will include Sage CRM MME, Goldmine and Lotus Notes.

Further information

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