

Case Study: Pola Marketing

900% Campaign Returns?

Pola Marketing shows how to get results



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Overview

Casual, two-way customer interaction methods like text messaging are becoming a marketing norm as companies adapt messaging to connect better with customers. Yet, some companies are still nervous about taking that leap.

That's something **Pola Marketing's** founder, Austin Smith, has seen firsthand in his marketing work using Facebook.

“A lot of brands still want to keep everything very corporate. And you have to explain to them that the corporate stuff doesn't win. Breaking it down and communicating with people how they're used to being communicated with — that's what works.”

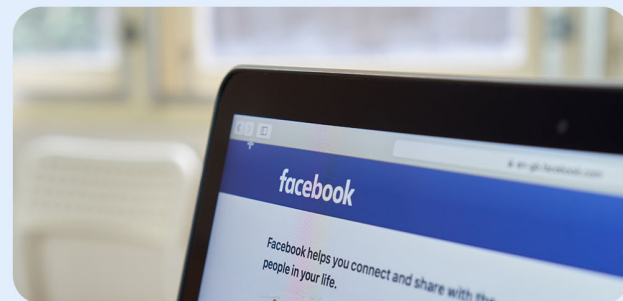
Austin Smith, founder

Making marketing that works is what Pola Marketing is all about. Their clientele, including brands like Gelson's and Clark's Nutrition, depend on their expertise and tools to attract broader audiences, convert customers and increase ROI from marketing campaigns. Introducing text messaging into the mix was Pola Marketing's latest step in doing just that.



The Challenge

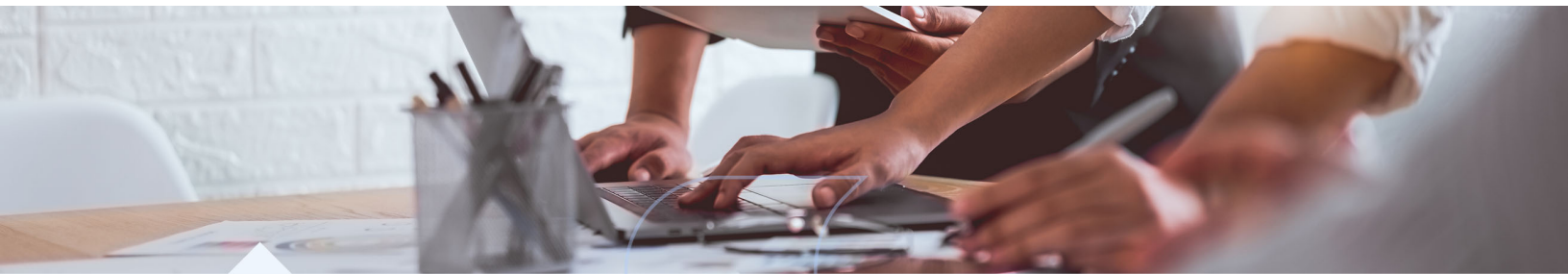
Pola Marketing focuses a majority of their marketing efforts on Facebook, using ads to reach new customers for their clients and Messenger to get opt-in information for further marketing contact. The company has seen many respondents willing to share contact information like emails and phone numbers through Messenger.



While their system has been working well, Smith wanted to increase customer engagement to drive up average purchase for his clients value. He knew text messaging would be an excellent addition to his arsenal:

“It's easier to integrate text message marketing within the normal cadence of regular conversation.”

That kicked off Pola Marketing's search for a text marketing platform. This platform would need to have powerful marketing tools to increase engagement, but it also had to integrate seamlessly with its current systems, including Facebook Messenger.



The Solution

Pola Marketing discovered SlickText through — what else — a Facebook ad. Smith began with the free version, but as more of SlickText's tools and resources entered into his system, he quickly upgraded.

Integration with Pola Marketing's current system was a standout point for Smith. He found SlickText easily plugged into everything and offered many features that complemented his work. Functions like ready-made opt-in forms made setting up text message marketing for his clients a breeze.

Texting offered Smith a way to build great customer relationships while also providing them greater value. The ability to highly personalize outreach with SMS made it more meaningful — and therefore more engaging. "If a brand can take what the message is, break it down into 140 characters, and communicate it effectively to the customer, the customer can quickly respond to the message, and take an action, because they are communicating in a way that is innate to their daily activities," he said.

The Results

Pola Marketing has incorporated SlickText into multiple client campaigns and has seen growth across the board for their clientele. For example, it recently used Facebook ads, Messenger and SlickText to conduct an outreach campaign for California-based grocery chain Clark's Nutrition. Data gathered by Facebook and SlickText created accurate and personalized advertising, and the campaign boasted a low opt-out rate for the industry.

Over the campaign's lifespan, Clark's Nutrition spent \$21,000 on Facebook ads and text messaging, netting \$184,000 — a 9x return. Within the grocery industry, the "basket ring" (how much a shopper spends in one trip) is an important metric, typically averaging \$46 per transaction. This campaign saw Clark's Nutrition push its average up to \$83.87 per customer who opted in.

"It's so high above the average because the message that we're sending people is pinpoint accurate," Austin said. "We're not advertising meat to a vegetarian, we're advertising tofu to a vegetarian. And the grocery industry flipped out when they saw this."

Engaging text messaging drives customer value

Pola Marketing understands the value SMS presents to marketers: You can cultivate an audience even without deals and coupon codes. "SlickText integrates so well, and it's so easy to plug and play," Austin said. "Some of these opt-in forms and texts are like mobile coupons. And this is a huge part of the success."

Text messaging offers a highly engaging method to reach customers and make them feel unique. Thanks to SlickText, Pola Marketing has been deploying text marketing and other tools successfully to drive customer value. Clients are seeing bigger returns, customers are engaging at high rates, and the company is well positioned to help others see the tremendous value text marketing campaigns can offer.



SlickText is the leading text messaging platform. Since 2012, SlickText has turned text messaging into a major competitive advantage for companies. Today, over 177,000 customers across North America, including ESPN, American Cancer Society and FedEx, have used SlickText's award-winning software to drive relationships, leverage data, and get results. SlickText has been named a 2021 High Performer by G2 Crowd and is a former Technology Innovator of the Year. The company has dual headquarters in Jamestown, NY and Nashville, TN.

Learn more about SlickText at
[SlickText.com](https://www.slicktext.com)

Give us a call at
(800) 688-6290

Send us an email at
info@slicktext.com