

Case Study: Sane Solutions

Need to Upgrade Your Multichannel Marketing Strategy?

The logo for SANE, featuring the word "SANE" in a bold, teal, sans-serif font. Above the letters "A" and "N" are light blue circles of varying sizes. To the right of the text is a solid blue shape that resembles a corner of a page or a stylized drop.

Here's how SANESolution used text messages to pull customers into their brand ecosystem



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SANE™

Overview

SANESolution is a market leader in weight loss, boasting a viral TED Talk featuring CEO Jonathan Bailor, a New York Times bestselling book and thousands of happy clients who have achieved health through their methods.

They provide coaching, meal plans, exercise videos, eLearning and recipes to clients to guide them along a weight loss journey. Their process is backed by doctors at Harvard Medical School, the Mayo Clinic, John Hopkins and UCLA.



They approach their work with a deep sense of purpose — to help people achieve and maintain health.

At Sane, attracting new leads isn't simply about making a sale, but about helping to transform lives.

So when Bailor set out to add a new marketing channel to his mix, he was trying to find an additional way to reach clients with information he believes will truly transform their lives.

The Challenge

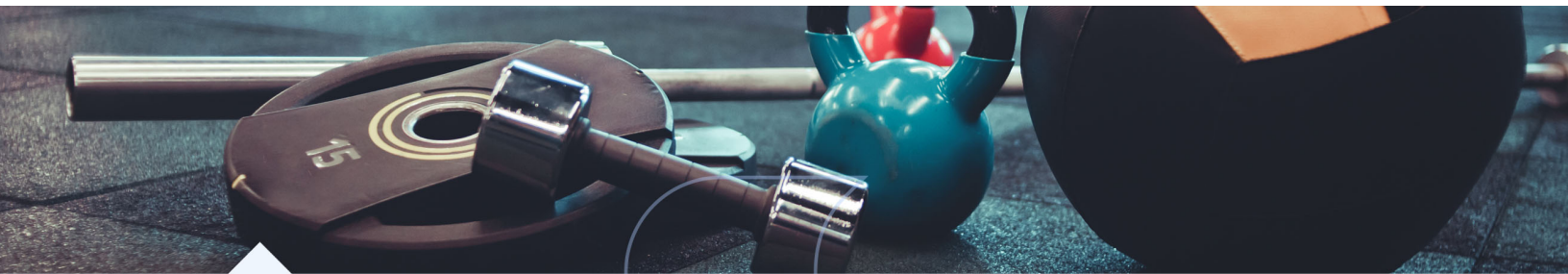
SANESolution already had a robust and successful email marketing campaign, but they felt they were leaving more on the table each month by not adding to their marketing mix. They wanted to create additional touchpoints and possibly open a new sales channel. Bailor believes staying in contact and engaging with customers is key to creating a strong and profitable relationship.

“Our strategy has been to provide content that is so good that people don't care if you send them a lot of it because it's all very valuable,” he said. “If you're providing actual, valuable content to people, that's all people do is consume content.”

Austin Smith, Sales Manager

He needed more ways for potential customers— and current ones— to consume content he knew they'd love.





The Solution

Bailor decided to use text messaging to create more touch points with his customers. “When you get someone’s phone number, the communication feels personal. You can send someone an email but it doesn’t carry the same level of urgency. If you text them it feels like, ‘I need you to pay attention to this right now,’” Bailor said. “If email is holding someone’s hand, texting them is... deeper.”

- ✓ **Bailor used his best emails and Facebook messages— content he already knew performed well— and turned them into text messages.**
- ✓ **He ensured his texts were contextually relevant. He only texted people if they had clicked a link or joined a list within the last 30 days.**
- ✓ **He was conscious of the frequency of his texts. “We text way less frequently than we email,” he said. “There’s people we email twice a day, but we text at most three times per week, generally two, sometimes one. We’re sending our best content. We don’t have 14 best things to send to you per week.”**

The Results

“We believe that it takes more trust for someone to give you their phone number than their email address so, inherently I value a phone number from someone higher than their email address, and I can expect a stronger ROI from it,” he said.

30x

Bailor estimates his ROI through texting is easily 10x, but often closer to 30x.

“It’s definitely a higher ROI channel and should be treated with a level of respect and white-glovedness.”

Jonathan Bailor, CEO

He also learned that it was important to work with a text messaging provider that places a high emphasis on compliance. “A text message is not an email and you need to understand what you’re doing and work with a company that will keep you compliant with today’s laws,” he said. “I see that as one of the biggest values a text marketing company can offer to their clients— not allowing you to do things that will get you fined.”



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

Give us a call at
(800) 688-6290

Send us an email at
info@slicktext.com