

Implement in-store or online group sales for particular items or storewide promotions with Msgme's new Group Sale program. Retailers simply promote an SMS call-to-action for the group sale, price-sensitive consumers opt-in to participate and the sale gets fulfilled once the participant opt-in goal is met. Store administrators control the participant opt-in goals, flight dates and any messaging sent to consumers.

THE BENEFITS

- Retailers ensure discussions remain profitable by setting opt-in thresholds
- Participants incented to tell their friends
- Inventory moves quickly with limited marketing spend
- Casual participants captured for future marketing efforts

HOW IT WORKS

1. Stoe's Boards needs to move snowboards from the previous season to make room for the 2010 shipment.
2. They create a Msgme Group Sale at 30% off the original price with a participant goal of 100 knowing they have 50 snowboards to move. Since they need to move this quickly, they set the flight dates to run for 3 days.
3. To promote the sale, they blast a message to their Twitter followers, email list and Facebook fans to text BOARDSALE to 44144 to participate in the group sale. They also promote the call-to-action on their website and in-store.
4. Wes needs a new snowboard and hears about the sale. He texts BOARDSALE to 44144.
5. He receives a confirmation message saying: "You have opted-in to the 30% off board sale. Our goal is 100 participants. U are #45. Sale ends on 8/3/10. Tell your friends! Txt STOP 2 opt-out of sale."
6. Immediately, Wes tells all his friends who might be interested in getting a new snowboard to text BOARDSALE to 44144.
7. His friend Chance opts-in a few hours later and receives a confirmation message saying: "You have opted-in to the 30% off board sale. Our goal is 100 participants. U are #99. Sale ends on 8/3/10. Tell your friends! Txt STOP 2 opt-out of sale."
8. Moments after Chance opts-in to the sale, both he, Wes and the other sale participants receive a "goal achieved" message saying: "Congrats! The participant goal for Stoe's Boards group sale has been met. Show this txt msg at checkout to get 30% off your purchase. Limited supply so hurry!"

