



Case Study

Textlocal & Centaur Media



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Key challenge solved:

Keeping constant communication with visitors before, during and after events to increase attendance rates and visitor satisfaction



Overview

Centaur Media creates expert content and insight, engaging events and smart digital technology. Two of Centaur Media's biggest annual events includes Marketing Week Live and Insight, bringing together forward-thinking marketers, offering inspiration through practical advice and idea sharing.

Challenge

Centaur Media required a reliable, non-time consuming method to communicate with Marketing Week Live and Insight visitors before, during and following the events.

'The audience at MWL are super busy and always on the move, so being able to send a text straight to their phone to communicate different messages is invaluable. The team at Text local were very helpful and allowed us to be flexible by supporting us in turning around unscheduled messages to inform visitors of any last minute changes and important information to their day. I would definitely recommend Text Local as a recommended SMS provider.'

Solution

Communicating with the event visitors via SMS meant that visitors were contacted in real-time, with reminders and updates of important information, encouraging event attendance and online engagement.

Result

- Contacting visitors via SMS reminders assisted towards a remarkable turnout of over 6,500 visitors for both events
- The series of SMS contained short links that generated an increase in traffic by hundreds of additional visitors to the MWL webpages
- SMS proved to be extremely time effective during such a busy event by using the SMS scheduling tool in Messenger



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Telephone: 01244 752 299



Chester: Aldford House, Park Lane, Pulford, Chester CH4 9EP

Malvern: Malvern Hills Science Park, Geraldine Road, Malvern, WR14 3SZ



Centaur Media

Do you work in the Retail industry?

Maintain instant communications with clients

Send alerts, updates, reminders and confirmations, directly to your visitors and exhibitors handsets to uphold effective communications and increase attendance rates

Deliver documents quickly and securely

Attach files to your text messages, including word, power point, excel, PDF and JPEG documents. Great for transmitting information quickly and securely

Generate additional web traffic

Using the Textlocal short URL creator, include links to your website or mobile landing pages and track exactly who has clicked through

Gather feedback

Use mobile forms and surveys to gather feedback and ensure your next event is even bigger and better than the last.

We work with over 100,000 UK businesses in your industry, including



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