

# Mobile Engagement: The New, Effortless Way to Connect with Your Customers



How does a consumer-facing business connect with its customers in retail stores that are scattered throughout the country?

## **Mobile technology is the answer.**

That's why the Alaskan Brewing Company uses **Engage by Cell's** SMS texting platform for nationwide promotional campaigns.

"It's a great way to get distributors to promote our product," reports Rochelle Lindley, Marketing Campaign Coordinator. With an eye-catching point-of-sale promo piece displayed at a local grocery store, customers can text in using a shortcode number on the sign to enter a contest.

Depending on the promotion, the Alaskan Brewing Company has received up to 500 entries for each promo.

"We've been doing this for years," says Lindley, "our sales reps really like it." SMS campaigns help build brand awareness.

Engage by Cell has helped many businesses create strong and longlasting relationships with their customer base, like **Southern Glazer's Wine & Spirits** and **Goodwill Industries**.

Mobile technology is the most effective engagement solution. Contact us today to sign up for a free demo.