

Seasons @ Me

Testimonial: “This is easily one of the most affordable and effective marketing tools out there. It's a no brainer, get Call Loop!” – Greg Barrett, *Seasons of Me Band*

The Business Challenge

Being a band that travels to multiple markets, we get a surprising number of friend requests, likes, and follows every time we play a show. We were creating event pages for up coming dates but there's no way to remember where all these new fans are located geographically, without going to each profile. This means that a good portion of the event invites we were sending out were going to people as far as 1000 miles from the events. People despise that. Plus, when you are sharing multiple events on Facebook, people get tired of seeing them and either unfollow you, start ignoring your posts, or worse un-like your page.

How Call Loop Helped

With Call Loop, we can now collect all of our new fans' contact info and add them to our email list, simply by having them text SOM to us during our set. They already have phones out shooting pics and video, why not use that to increase our conversions?

The Results

Now we can send a blast out to a focused target group, easily run contests at live shows to build our lists, and with Call Loop's integration we can build our lists through our existing web forms. At \$10/month per keyword and pay as you go text credits, this is easily one of the most affordable and effective marketing tools out there. It's a no brainer, get Call Loop!