

STEAL THIS IDEA!

Pearl Jam 20
Text Campaign

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WNET



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Campaign Objectives:

- Grow the file of members we have cell numbers for
- Engage viewers on a new platform
- Test text fundraising strategies, like text-to-give and “push” texts (i.e. “Your membership is up for renewal. Look in your mail box or email inbox for a renewal notification”) According to our vendor, such renewal push texts boost response



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Campaign Strategies/Tactics:

- Devised a contest of Pearl Jam merchandise (hats, DVDs, CDs) to entice engagement
- Created a short “code” 30644 to which viewers texted “Pearl Jam” to enter the contest
- Promoted text entry option online and on-air with snipes during the broadcast



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Success Story:

- Almost 1,400 people entered the contest during the broadcast – which represented nearly 5% of our local market viewers – a huge proportion taking that action.



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Lessons Learned:

- Choose your text campaigns to coincide with a demographic that will resonate with it. Normally, viewers of programs like Masterpiece despise snipes; this audience engaged with them.
- Take a calculated risk. This idea could have bombed—it was an experiment and it worked.



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