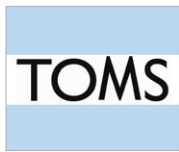


SUCCESS BRIEF | TOMS



Challenge

TOMS Shoes, one of the world's fastest growing shoe companies, offers more than just cute shoes; they offer the opportunity to make a difference. For every pair you purchase, TOMS will give a pair of shoes to a child in need. One for One.

Always a step ahead of the curve, TOMS utilizes innovative Web 2.0 marketing strategies to position their brand and reach their target consumers. The company forgoes traditional advertising and instead relies almost exclusively on viral and ambient tactics combined with highly targeted field events to recruit brand evangelists who are typically 18-28 year old urban hipsters and spend an inordinate amount of time online, and on their mobile phone.

Given that this age group can seldom be found without a cell phone on them or within arm's reach, TOMS began to explore the mobile messaging frontier as another opportunity to deliver immediate and highly relevant messages about their brand and grow their loyal following, and to that end, they partnered up with mobile messaging experts Signal.

Solution

Signal identified the Vagabond Tour as a stellar opportunity for TOMS Shoes to benefit from a turnkey mobile marketing solution. The Vagabond Tour is a ten-week field promotion featuring five dedicated teams that drive vans full of shoes visiting colleges across the US, creating buzz about the TOMS One for One mission, selling

shoes, and hosting Style Your Sole parties. The Vagabonds also screen the TOMS documentary, For Tomorrow, which beautifully tells the TOMS story. With an abundance of personal interaction and engagement with students, teachers, friends, and community members, TOMS needed a way to capture the contact information for the attendees, and parlay that into an engaged and loyal customer following.

The answer was mobile. The seasoned software engineers at Signal had TOMS up and running with a mobile solution in less than 24 hours. TOMS Vagabonds invited students to text the word "TOMS" for more information on sales and sweepstakes. When they did, TOMS quickly replied:

"Having fun with the Vagabonds? Text me your email address and the city you're in, and I'll email you the info for the Argentina sweepstakes. Good luck!"


The next challenge was to quickly follow-up with students by email, and Signal once again stepped up to deliver a custom solution that connected mobile opt-in requests with email auto-responders. The entire process was automated, delivering an email offer in less than four minutes and freeing the TOMS marketing team from any administrative hassle. By following up with an email offer, TOMS is able to reconnect with these web-savvy buyers when they are online and just one click away from the TOMS website, blogs, You Tube videos, and more. TOMS encourages sales by providing promotion codes and the chance to win a trip, or "Shoe Drop," where lucky winners fly with TOMS to Argentina to hand place shoes on children's feet.

Results

By weaving mobile marketing into their field events, TOMS was able to initiate an immediate, personal and relevant dialogue with their target market, collect customer data and develop an ongoing relationship—all from an intuitive, web-based mobile dashboard.

Signal provided TOMS Shoes with unparalleled customer service. According to Caitlin Coble, Social Media Manager for TOMS, the customer support at Signal was extremely helpful. “I made it clear from the beginning that we’d never worked with anything like this before, and I might be asking lots of questions,” says Caitlin. “The team was very patient, walking me through the process step by step. But after the first one, I was able to manage the whole campaign by myself online.”

TOMS plans to continue to engage students in future campaigns, reaching out to people in target four cities, recruiting support, and encouraging word of mouth marketing on campus in addition to sharing new content by email. In addition, TOMS is weaving their mobile efforts into some limited offline advertising they tested in GOOD Magazine, and the firm’s CEO and “Chief Shoe Giver” often incorporates mobile texting into his public speaking efforts, reaching beyond the podium to engage audiences while he’s speaking as well as long after he’s done.

The use of a turnkey mobile marketing solution has been both cost-effective and efficient. The complete managed services platform frees up time for TOMS staffers to devote to the greater goal of expanding their One for One mission. 

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About Signal | Signal develops and provides innovative marketing solutions designed to help companies acquire, retain and develop customer relationships via mobile and other marketing channels. The company’s easy-to-use software-as-a-service cross channel campaign management platform (Signal) enables marketers to rapidly develop, execute and analyze campaigns using multiple channels, all feeding a common customer database embracing the concept of a universal profile. Used by many leading brands, retailers, online services, agencies, and broadcast media, Signal processes millions of customer interactions each month. For more information, call 877-450-0075, go to signalhq.com or send email to info@signalhq.com.

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