



case study



reaps REAL RESULTS with Rocketseed!

1. The Client:

Nashua Mobile is South Africa's largest, independent cellular solutions provider. More than 750,000 of South Africa's four million plus contracted cellular subscribers are Nashua Mobile customers.

2. The Goal:

Branding, Promotions, Product Launch & **Revenue Generation**

Nashua Mobile sells cellular contracts, content and corporate solutions. Nashua Mobile wanted their brand on every communication and on every medium. They wanted to promote and sell more product/service and thus increase sales and profits. Nashua Mobile bought Rocketseed to deliver results.

A tough ask for a software solution? Not according to Hannes Koster, Product Manager - Web Development.

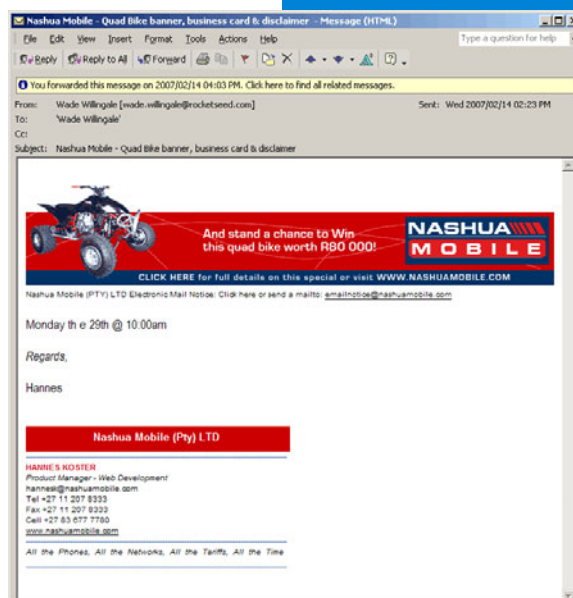
3. The Result:

Hannes Koster, "There isn't another product like Rocketseed

when it comes to branding value. Every single email sent out by our staff showcases our brand and carries effective marketing messages that drive traffic to our website and cuts down our manual processing of customer queries.

When it comes to promotions Rocketseed speaks for itself. We ran a SMS campaign solely through our Rocketseed email branding before going to any other media, where customers stood a chance of winning a quad bike worth R80,000, simply by SMS'ing a number. Before the campaign reached the other mediums we achieved over 1,135 entries at R5 each over 1 month which **generated revenue** that paid towards Rocketseed itself, and the work was done just by our staff sending out emails, which they do all day.

Mind blowing!

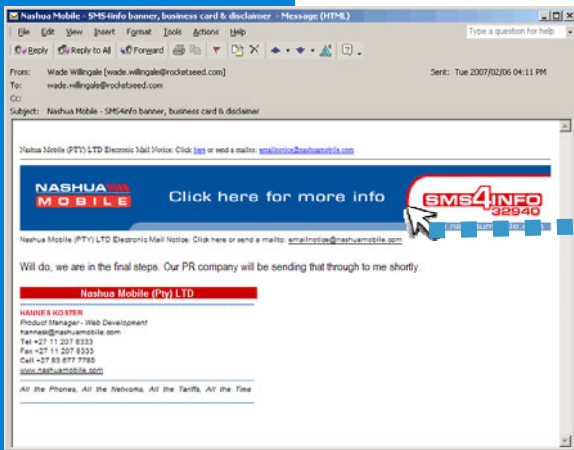




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Another notable campaign was our product launch for SMS4info which is an account information service via SMS, allowing customers to view their current airtime, upgrade options, last invoice, mobile balance, own number, and our bank details. Buoyed by the success of the quad bike promotion **we launched this campaign solely through Rocketseed** and within 11 days had received over 1,050 SMS' at R1 each. You can imagine how this will help us over a 12 month period!"



4. Client Recommendation:

*"If you are a company and you send email, then **you need Rocketseed**. The account management and support has been exemplary".*

5. Other Campaigns & Examples:

