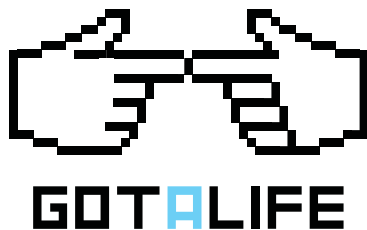


## GotALife\* Plans Events, Boosts Database with mobileStorm's RSVP Manager

\*GotALife is a fictional company created to showcase mobileStorm RSVP Manager's vast capabilities for use in organizing and planning events.

### Client

GotALife is a social networking startup with an unusual objective: Getting its users off the Internet and into in-person interactions. The social network aims to bring people together according to their interests, such as bicycling, live music, body art, supporting sports teams, and meeting their friends' friends. Users of GotALife have specific goals—getting to know the kind of people they really would want to spend time with, and then meeting them offline.

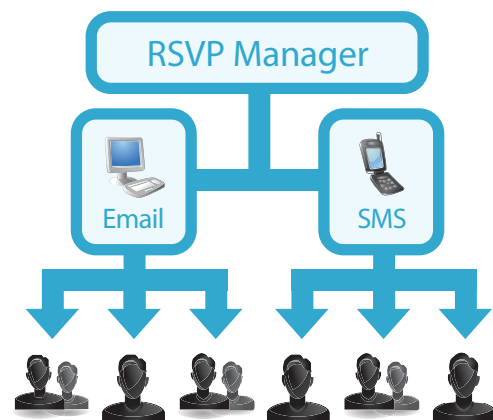


### Objectives

Despite its unique stance, because the social networking market is saturated, GotALife was having trouble attracting a large number of users. The company initially got some coverage on tech blogs which helped it gain a few users, but not as many as it had hoped. GotALife execs needed a way to manage their various contact lists and data about existing users in order to put together offline events. Such gatherings would please existing users and attract new ones (as well as appeal to advertisers and industry watchers).

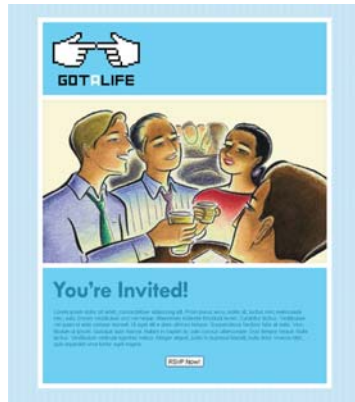
### Solutions

GotALife used mobileStorm, mobileStorm's digital marketing platform for small to medium-sized businesses, and also signed up for the platform's premium RSVP Manager. mobileStorm gathers contact information into one database and deploys marketing campaigns via email, SMS messages on cell phones, voice calls to landlines, and notices sent to fax machines. mobileStorm allows a user to create and deploy several campaigns at once, all utilizing the same database. mobileStorm RSVP Manager helps companies plan their promotional events by allowing them to send invitations via both email and SMS at one time, ensuring their messages reach invitees wherever they are. It helps event organizers maintain a list of responses, as well as gather new data on both current and new subscribers. And mobileStorm RSVP Manager ensures that invitees remember when and where an event will be.



# How GotALife Used RSVP Manager

GotALife decided to use mobileStorm RSVP Manager for the party it was throwing during the Communal 3.0 social networking conference held in San Francisco, California. In addition to a daily agenda of panel discussions and keynotes, Communal 3.0 gives attendees —companies, investors, the press, and tech enthusiasts—the opportunity to network at various evening parties. The social networking startup decided to invite not just Communal 3.0 attendees, but two other groups: GotALife executives' personal and business contacts, and users of the site who lived locally in San Francisco and the Bay Area. This way, the company could update old contacts as well as add new contacts to its database.

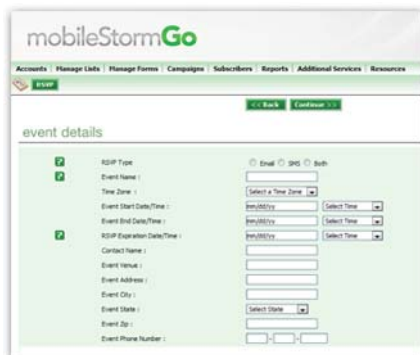


and also sent SMS invitations to the cell phone numbers of customers and business contacts who had subscribed to receive information from the company. But GotALife only sent invitations to people who corresponded to certain parameters, such as “located within 50 miles of San Francisco” or “interested in social technology.” These contacts earlier had been sorted into these parameters by using information gathered in previous campaigns, such as polls that asked subscribers about their interests and where they lived.

Since GotALife was hoping to gain new users and/or new business contacts, it used other media in conjunction with mobileStorm RSVP Manager and mobileStorm. The



company circulated print fliers at Communal 3.0 (placing stacks of fliers in panel discussion rooms, the lunch cafeteria, and the convention center's entranceways) that proclaimed, “We Want The Savviest Social Butterflies.” Under this eye-catching headline was the following instruction: “To get into the hottest Communal 3.0 party, text ‘GOT’ to 99158.” This message was also emblazoned on posters that decorated GotALife's conference booth (causing some passersby to send messages as soon as they walked past). People who sent texts to the short code then received an SMS message saying they could get on the guest list (and could invite up to three other friends to be on the list). That is, they were put on the list as long as they answered questions asking their first and last names; their email addresses; and which word—“personal,” “dating,” “professional,” or “hobby”—best described their reason for wanting to use a site like GotALife.



The event faced certain challenges. Due to venue capacity and budgetary restrictions, GotALife could only allow 300 people to come to its party. The

company wanted to give everyone in its database, as well as possible new customers or potential business partners, an equal opportunity to attend. So it reached out those people through various channels. GotALife was also hoping to collect demographic and psychographic data from consumers interested in attending its party and, hopefully, using its site.

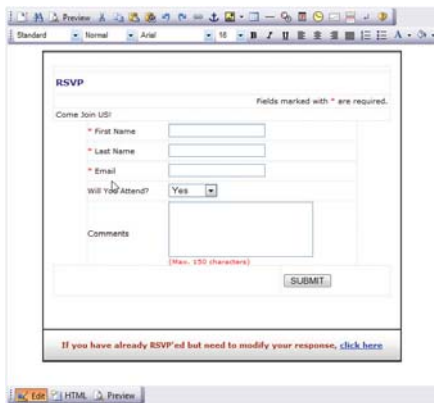
GotALife crafted a digital invitation and then reached out to established contacts in two ways using just one platform. The company emailed invitation messages to all the electronic addresses in its database (customers as well as business contacts)

As people responded to either the digital (email and SMS) invitations or to the fliers and booth posters advertising GotALife's party and short code, their responses were automatically recorded. This enhanced the company's database by updating existing entries or by creating new entries. GotALife was also notified every time someone responded to the email and SMS invitations—mobileStorm RSVP Manager gave GotALife all the information that respondents wrote in their email or text messages so that the company could later follow up with them individually or as a group. mobileStorm RSVP

Manager also helped when invitees were slow to respond—since GotALife has a mobileStorm email package, the company could send an email campaign reminding those people that they hadn't responded to the invitations.

In turn, mobileStorm RSVP Manager made it easy for partygoers to get all the information they needed to attend the event. It allowed subscribers to add the party

to their chosen personal calendar such as Google Calendar, Microsoft Outlook, or iCalendar. In case those calendar notes were not enough, mobileStorm RSVP Manager also sent out SMS reminders the day before the party to everyone who said they were coming. To get full event details and directions, attendees could text the keyword "GOT" followed by the word "INFO" to 99158. In addition, the Map It feature generated a Google Map of the party's location.



The image shows a screenshot of a web browser displaying an RSVP form. The form is titled "RSVP" and includes fields for "First Name", "Last Name", and "Email". There is a dropdown menu for "Will you attend?" with "Yes" selected. A "Comments" field is also present, with a note "(Max. 150 characters)". A "SUBMIT" button is at the bottom. A link at the bottom of the form reads "If you have already RSVP'ed but need to modify your response, click here".

## Results



Because GotALife sent its invitations to a highly defined demographic, the company enjoyed a party that was not just well-attended, but attended by people who were extremely interested in the social network. GotALife executives were able to network with potential new customers, possible new business partners, the tech media, and even a few interested investors. The company signed up 100 new users who will likely tell their friends about GotALife's site as well, gained new advertisers, garnered fresh press, and piqued VC interest in case it needs to raise a new round of funding.

In addition, the information gathered by RSVP Manager and mobileStorm greatly enhanced GotALife's database. GotALife now has the means to;

- Engage in future marketing campaigns and to target more relevant consumers than ever before.
- Quickly and easily tell people about its new features, promotions, and events.
- Tie its data into a single system that works on various media—GotALife uses just one platform to send campaigns and event invitations out on both email and SMS.



Because GotALife's strategy was extremely targeted—that is, it sent messages to people who definitely would have been interested in the company—the number of confirmed attendees reached the 300-person limit five days before the party. At this point, the guest closure feature was activated. When someone tried to respond to an invitation that had been sent to him or her, or tried to

text "GOT" to 99158, that person received a message saying the event was now closed.