

## Problem Statement

SmsDome's consultants provide recommendations to clients on how to advertise their businesses purely through experience without any data-proven insights.

## Objective

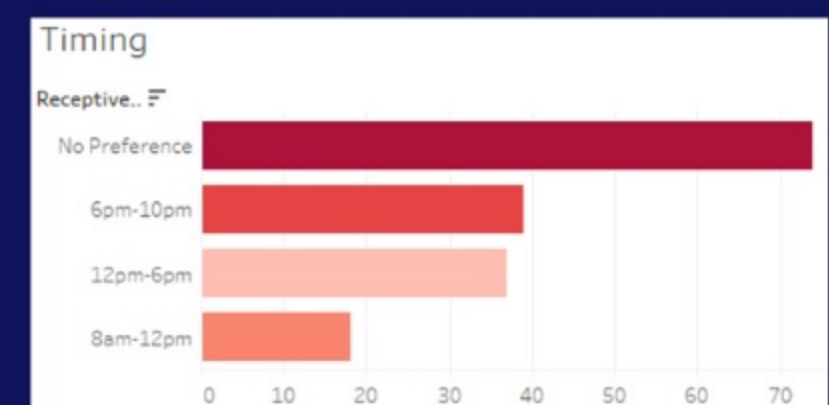
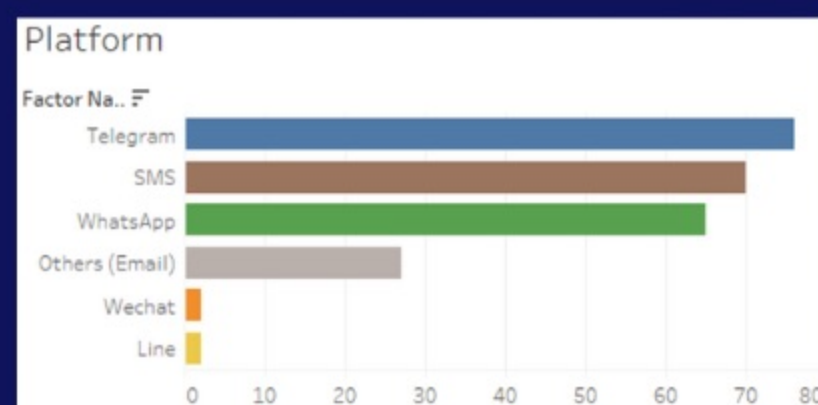
Derive data-driven insights to better craft content for target demographics to help SmsDome acquire new customers and retain existing ones.

## Primary Research

Primary research on possible factors affecting receptiveness of consumers towards SMS marketing messages. Factors: Paragraphing, Length of Message, Percentage vs Absolute Value, Timing of Promotion, Usage of Emojis, Presence vs Absence of Clickable Links and Positive Sentiment Words.

## Survey

A survey was conducted based on major factors affecting receptiveness of SMS marketing identified from our primary research. Tableau dashboards were then used to present our results.



## Text Analytics

Conducted text mining and sentiment analysis to investigate the sentiments of the words and content of SmsDome messages. A list of recommended words was also provided to improve on the crafting of SmsDome's messages



## Campaign

A live campaign was conducted to gather more insight in the B2B market. The campaign was carried out by promoting SMSDome's services to 2 target groups: property agents and business owners. 2 factors, paragraphing and absolute vs percentage value were tested out for the live campaign.