



## Industry: Leisure & Hospitality

Tsogo Sun drives SMS to Email, reaches 61% more subscribers

### About Tsogo Sun

Tsogo Sun is Africa's leading hotel, gaming and entertainment group with an extensive range of brands that provide world-class accommodation. Tsogo Sun has over 45 years of experience in servicing the local and international business and leisure traveller, and is focused on building its portfolio of successful global brands.

### The Business Challenge

The majority of Tsogo Sun's database was contactable via cell phone as opposed to email. This meant that each time they sent an email marketing campaign, they weren't reaching more than half their database.

Tsogo Sun identified a need to communicate to their mobile database more effectively. To do this, they wanted to send SMS contacts the same monthly newsletters as received by the email portion of their database.

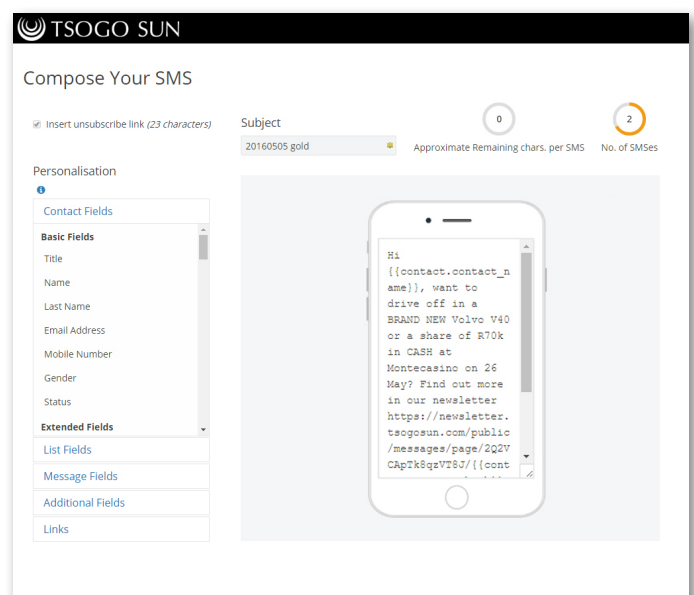
"We needed a cost-effective solution implemented by a service-provider with the necessary technical expertise to develop the solution for us. Since we already used Everlytic as the platform for sending our email communication, it made sense that the services were integrated with one supplier," says Candice Van Straaten, Tsogo Sun's CRM Communications Project Manager.

### The Business Solution

Everlytics solution was to develop an SMS to Email feature. This function enabled email newsletters to be sent as SMSes to mobile contacts. The SMSes were personalised and contained a link to the newsletter. When the contact clicked on the link, it would open an online version of the email in their browser, giving them the same message as that of an email recipient. Since the number of characters in an SMS is limited, a shortened link is inserted when the SMS is composed.

"We had come across an example of a campaign that worked similarly and knew it would work for us. When Everlytic developed the feature for us, it felt like a natural progression of our digital marketing. The platform already allowed for SMS and email functionality, it was just a matter of finding a way to make them work together to achieve the result we were looking for," explains Van Straaten.

"Working closely with clients, we evaluate their objectives in line with the product functionality. If a solution is viable, beneficial for our clients on the whole, and greatly enhances the product, we brief the feature in for development," explains Jodine Landman, Everlytic Client Services Manager.



## The Results

Tsogo Sun has greatly extended their marketing reach using Everlytics SMS to Email feature. Over 1, 1 million emails were delivered by the group's ten gaming properties between February 2015 and February 2016. During this same period more than 700 000 SMS To Email messages were delivered, reaching 61, 3% more new subscribers as a result.

### Casino Property

Mykonos Casino  
Golden Horse  
Emnotweni Casino  
Montecasino  
Gold Reef City  
Garden Route  
Blackrock Casino  
Goldfields Casino  
Silverstar Casino  
Hemingways

### Emails Delivered



1 157 724

### SMS to Email Delivered



709 738



61.30%

"By using SMSes to send our monthly newsletters to our database, we've achieved our objective of reaching a broader market. In many instances, we are reaching approximately the same number of people via SMS as we were previously only able to reach via email. This means that across the group, we are able to communicate with approximately 61% more of our clients," says Van Straaten.

## Tsogo Sun Benefits

The benefits of using SMS to Email is that it has allowed for fluid communication, regardless of whether you're sending to email or mobile contacts, with both being equally catered for.

Using **Everlytic** has allowed **Tsogo Sun** to:

- Cover the bases for effective communication.
- Extend their marketing reach to a broader target audience.

*"Through working with Everlytic, we have access to technical expertise that we do not have within our own company, as well as the benefit of a strong partnership and support from the Everlytic team," says Van Straaten.*

## WHAT'S ON

# POWER OF 3

PLAY SLOTS OR TABLES & STAND A CHANCE TO WIN YOUR SHARE OF **R1.5 MILLION** IN CASH AND CARS! 1 APRIL - 2 JULY 2016

**CAR DRAW 22 MAY**

Hi

If the thought of winning a brand new Toyota Rav 4 gets your adrenaline pumping, then you will love our **POWER OF 3 promotion**. Earn as many draw entries as possible and stand a chance to win your share of R20,000 in CASH and a Toyota Rav 4. Remember that this promotion is exclusive to Rewards cardholders – yet another way we're rewarding you this month!

Here's what you need to know:

- **Friday 27 May** – Gold card CASH draw – **R20,000 in CASH** (100 points per entry)
- **Saturday 28 May** – CAR draw – **Toyota Rav 4 and R8,000 in CASH** (2,000 points per entry)
- [Click here for your draw times](#). Good luck!

Silverstar would like to wish all mothers a happy Mother's Day!

**Shane**

Shane Collinson  
Director of Operations and Complex General Manager

P.S. Book an appointment at **Soultice Day Spa HAIR BAR** and enjoy your 7.5% Rewards discount!

### REWARDS

GET THE BENEFITS WITH **ONE CARD** WHEREVER YOU ARE

Find out more

### POINTS STATEMENT

Points to reach Platinum status	
Points expiring	
Next points expiry date	01/09/2016

Based on points earned to 03/05/2016

## What's on

# R2.7 midweek cashout

30 MARCH - 30 JUNE  
PLAY SLOTS OR TABLES AND STAND A CHANCE TO WIN A SHARE OF **R2.7 MILLION** IN CARS AND CASH

Rules with complete offer available at [goldreefcity.co.za](http://goldreefcity.co.za) or at the Customer Service Desk

Hi

Don't get left behind. R100,000 in CASH has already been won in our **MIDWEEK CASHOUT** promotion! Stand a chance to win your share of over **R2.7 Million** in CARS and CASH:

- Play with your **Gold Rewards** card to earn your tickets into the weekly cash draws and final car draw.
- To enter the weekly cash draws earn 200 points per entry to stand a chance to win a share of **R25,000 every Thursday** at 20h00.
- To enter the **final car draw on 30 June** earn 2,000 points per entry to stand a chance to win a **Mazda 2** and a share of R20,000 in cash!

[Click here for more details.](#)

We look forward to seeing you again soon!

**Mike Page**  
Director of Operations and Complex General Manager

P.S. The next **8 Hour Car Chase** is on 28 May, when the second **Renault Clio Turbo Blaze** and R80,000 in CASH will be won. [Click here](#) to find out how you can win!

### REWARDS

REWARDS **SAVE 10%** BOOK NOW!

### POINTS STATEMENT

Points to reach Platinum status	
Points expiring	
Next points expiry date	01/09/2016

Based on points earned to 08/05/2016

## About **Everlytic**

Everlytic is email and SMS cloud marketing software built for discerning marketers. Create flexible, automated campaigns with our easy-to-use interface and track everything. Created for the demanding requirements of big business and to build richer customer relationships, our powerful software is trusted by hundreds of the best known brands in South Africa and abroad.

Build and manage effective digital campaigns from bulk newsletters and notifications, to transactional statements, and system generated messages across email, mobile, and social channels from one central hub. Visit [www.everlytic.co.za](http://www.everlytic.co.za) or contact [info@everlytic.com](mailto:info@everlytic.com) for more info.

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If you like what you see and would like to know more about Everlytic

[CLICK HERE](#)