

# BANGS Shoes grow ambassador program with text campaigns



RETAIL

SONAR  
SMS MESSAGINGBOOST SALES &  
BRAND AWARENESS

## BANGS®

*BANGS is a shoe company with a mission. They sell really unique shoes but what's even more unique is their ambassador program, where they empower young entrepreneurs to sell their shoes and earn a profit from it.*

### Challenge

BANGS wanted to grow their ambassador program to extend the company's reach.

### Solution

BANGS found SMS was the best way to engage and build relationships with their ambassadors.

By sending out relevant, timely messages to the ambassadors, keeping them engaged, they were able to ramp the program from 500 to 6500 ambassadors.

To reach customers at this scale, they also turned to SMS, essentially running marketing campaigns via text.

### THE RESULTS



Increased shoe sales during peak periods

### Results

SMS marketing campaigns to its distributed customer base contributed to increased shoe sales during peak periods like Black Friday.

Learn more at [Marchex.com](https://marchex.com)  
or call or text 833.459.2442