

Glo Professional “Glo on the Go”

glo on the go Beauty Must Haves Giveaway

Sign up now for **glō on-the-go** & be entered to win

A BEAUTY MUST-HAVES COLLECTION

To enter, sign up by texting **glo** to **90947**. See details below.



ENTER FOR YOUR CHANCE TO WIN THIS COLLECTION OF TOP-SELLERS! ▶

The Beauty Must-Haves Collection includes: Alloy Eyes Collection • Liquid Lips - luna • Renew Serum • Mini Metallic Eye Pencils - bronze and platinum • 3 Eye Cream Samples

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Sign up for glo on the go before May 31, 2012 and be entered to win a Beauty Must-Haves Collection! One winner will be chosen from all mobile subscribers who sign up before the deadline. Winner will be contacted via the mobile phone number he or she provides at sign up. He or she will be required to provide a shipping address to receive the prize. See glo on the go terms and conditions here.

Glo Professional uses mobile technology to send SMS messages to its customers that promote exclusive mobile only offers and let consumers shop them through their mobile device. The loyalty program, named “Glo on the Go,” allowed customers to select the type of offers they wanted to receive: skin, makeup, or hair.

The initial program was launched with a text to win campaign named the “Beauty Must Haves Giveaway.” The contest was promoted solely on the company’s Facebook page and website. Customers could enter to win by texting GLO to 90947, by entering their phone number on a website widget, or through a

custom designed application installed to the GloProfessional Facebook page. Contest registrants were also be subscribed to the Glo tips text messages, bi- monthly SMS messages that contained make up tips, trends, and offers on various make up products.

The primary purpose of the “Glo on the Go” mobile program was to drive web purchases. A series of 3 text messages blasts to the interest specific categories (skin, makeup, hair) was sent to the subscriber database from 5/29/12 – 9/30/12. The text messages included special offers with promotional codes to enter at checkout and embedded bit.ly links of where to purchase the items. The average click thru rate on the bit.ly links was over ten percent, the highest rate being 62.96% on an offer of a 20% discount.

We also designed a weekly Facebook contest for Glo Professional named “Text to Win Tuesday.” On Tuesday mornings, Glo Professional would post a picture of an item with a call to action of: “One of our Facebook fans will win this item today! Just text GLO to 90947.” The following morning, we would select a random number as the winner. Glo Professional added up to 80+ subscribers per Tuesday due to this initiative.



gloProfessional shared a link. Tuesday

Text "glo" to 90947 to sign up for glo-on-the-go and to be entered to win our Body Glisten highlighter in today's Text to win Tuesday giveaway! Our lucky winner will be notified tomorrow!

Body Glisten - Bronzers & Highlighters - BODY & HOME FRAGRANCE - Product Type
www.gloprofessional.com

Body glisten adds shimmer and sparkle to give your skin that extra glo! Apply to exposed skin on any part of your body day or night.

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Ashley R Christensen and Amanda Short like this.

gloProfessional Congrats to this week's winner, Cheryl from Alabama! Her Body Glisten is on the way! Thanks to everyone who participated!
18 hours ago