



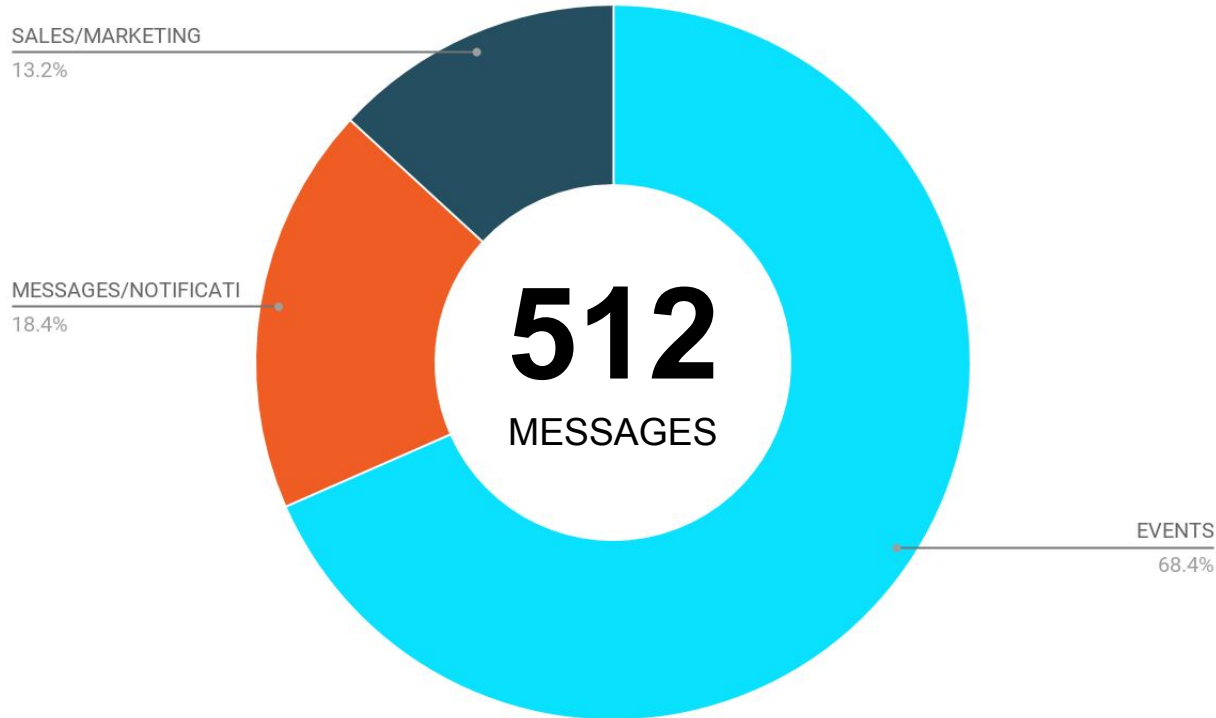
## SMS Sent from Clubs

Taken from top 10 sms using clubs from [01/01/2018](#) - [06/03/2018](#)



# Message type

Messages have been categorised by, Events / Sales & Marketing / Messages & Notifications



## 512 Messages Sent

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364 Events

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70 Sales & Marketing

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98 Messages & Notifications

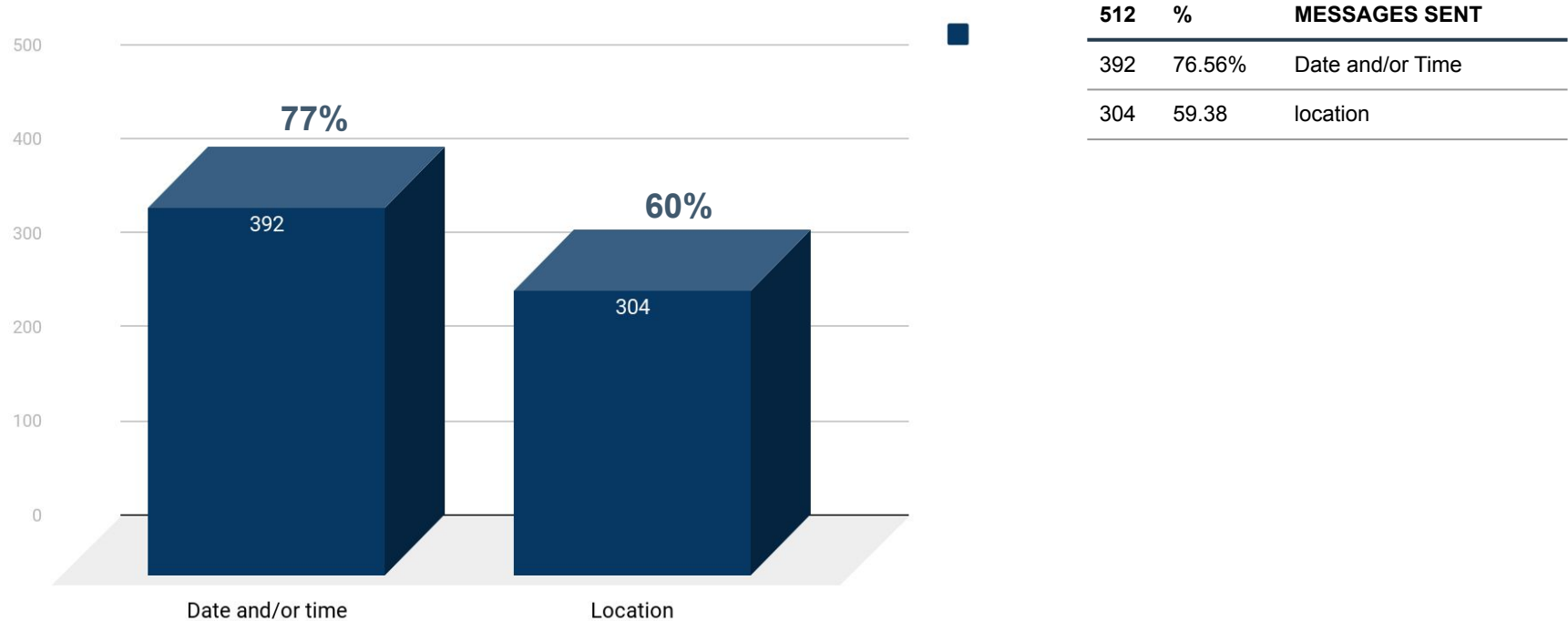
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NOTE, A number of messages contained information about multiple events

# Date, time & Location



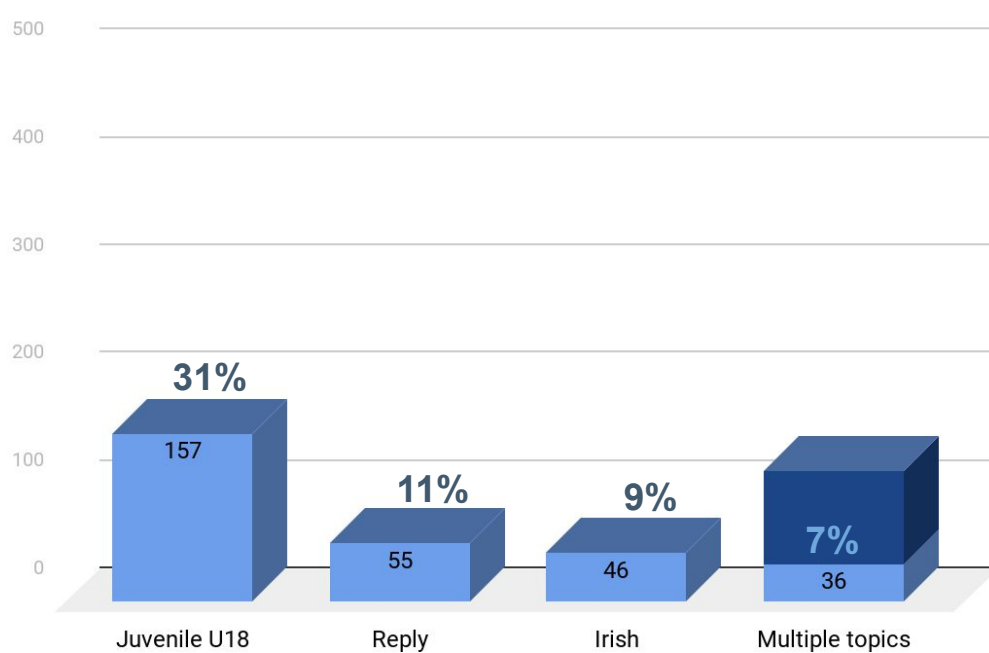
Messages that include a Date and/or time and location of 512 messages sent



# Other: 512



## Juvenile / Replies / Language



| 512 | %      | MESSAGES SENT                  |
|-----|--------|--------------------------------|
| 157 | 30.66% | For Juveniles                  |
| 55  | 10.74% | Included reply details         |
| 46  | 8.98%  | Where in Irish                 |
| 36  | 7.03%  | Had multiple topics (86 total) |

# Event message types, 364

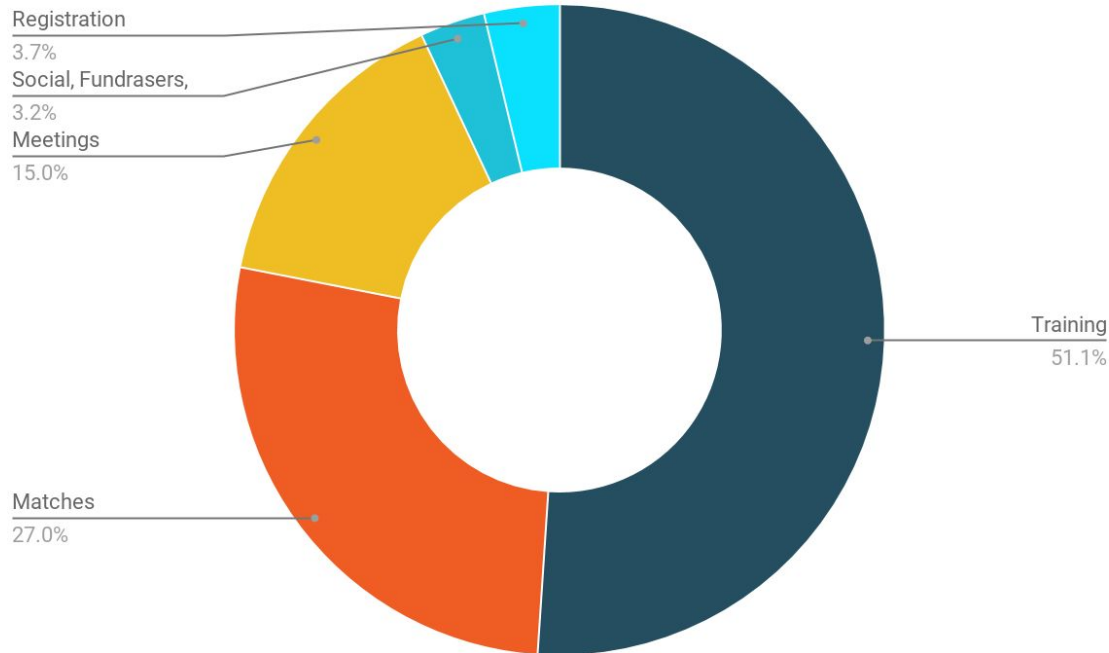
Of 512 sent 364 were messages about EVENTS. The following slides breakdown the content of the event type messages.





# Event message types: 364

## Subjects of 364 event messages sent

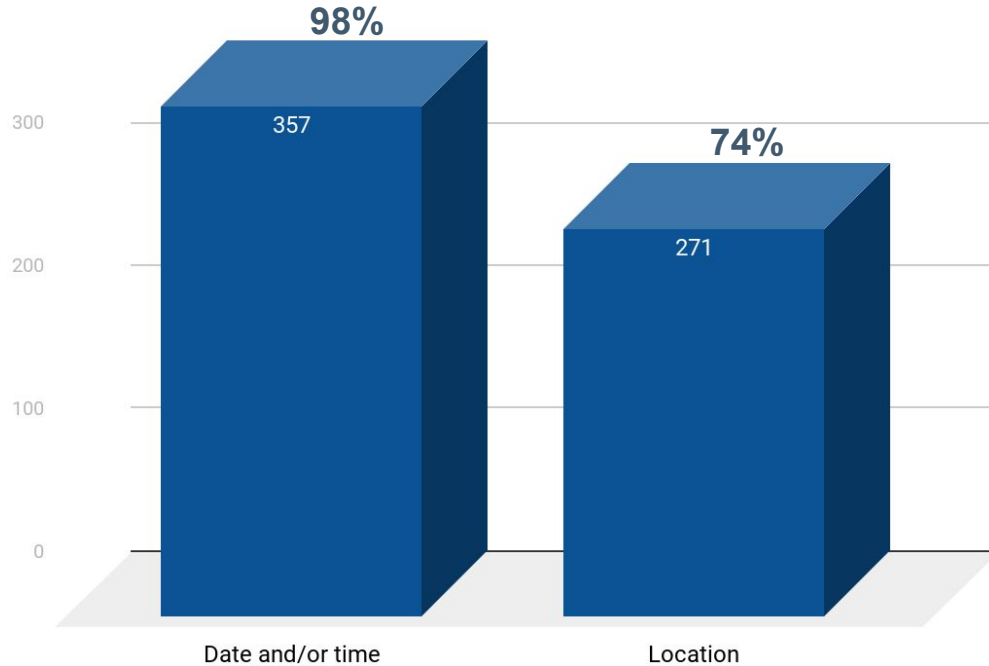


| 364 | EVENT MESSAGES                   |
|-----|----------------------------------|
| 191 | training                         |
| 101 | matches                          |
| 56  | meetings                         |
| 12  | social/fundraising/presentations |
| 14  | registration                     |

# Event message types / Date-location: 364



Included a date/time and/or location of 364 event messages sent

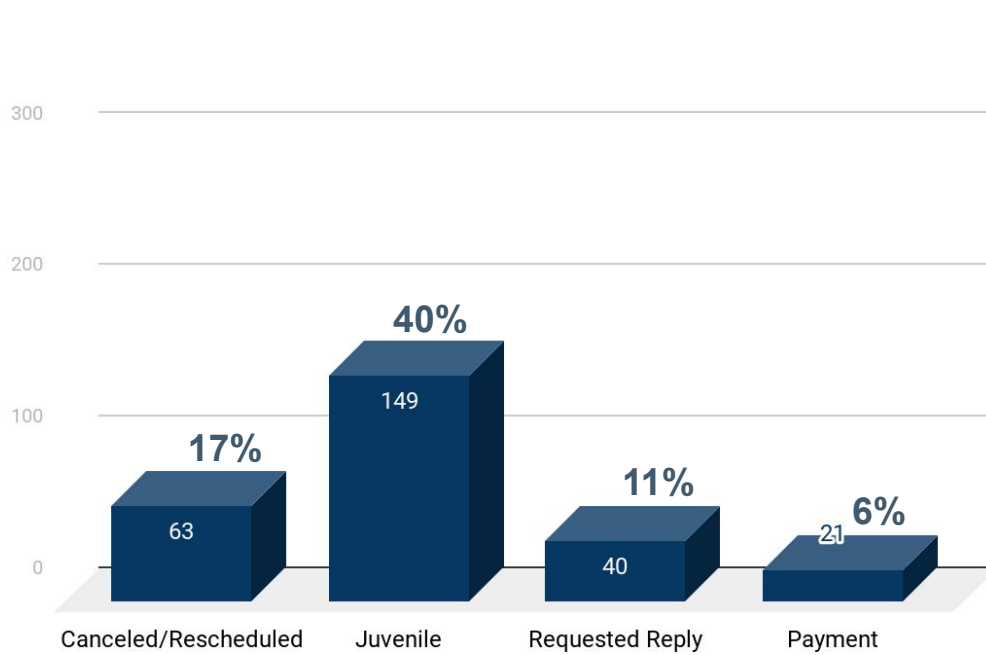


| 364 | %      | EVENT MESSAGES            |
|-----|--------|---------------------------|
| 357 | 98.08% | Included date and/or time |
| 271 | 74.45% | Included location         |



# Event message - other: 364

## Other factors of 364 event messages sent



| 364 | %      | EVENT MESSAGES                        |
|-----|--------|---------------------------------------|
| 63  | 17.31% | Canceled/Rescheduled                  |
| 149 | 40.93% | For Juveniles U18                     |
| 40  | 10.99% | Included reply details (Tel/SMS/Name) |
| 21  | 6.07%  | Requested a payment (training)        |



# Sales & Marketing message types, 70

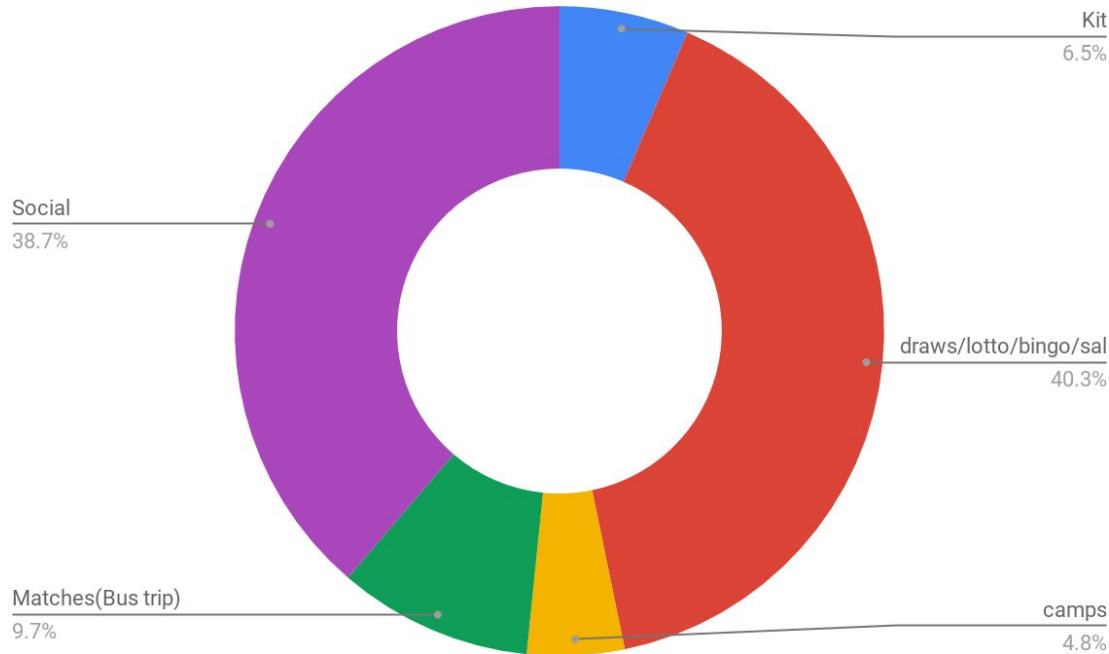
Of 512 sent 70 were messages about SALES & MARKETING. The following slides breakdown the content.





# Sales & Marketing: 70

## Subjects of 70 Sales & Marketing messages sent



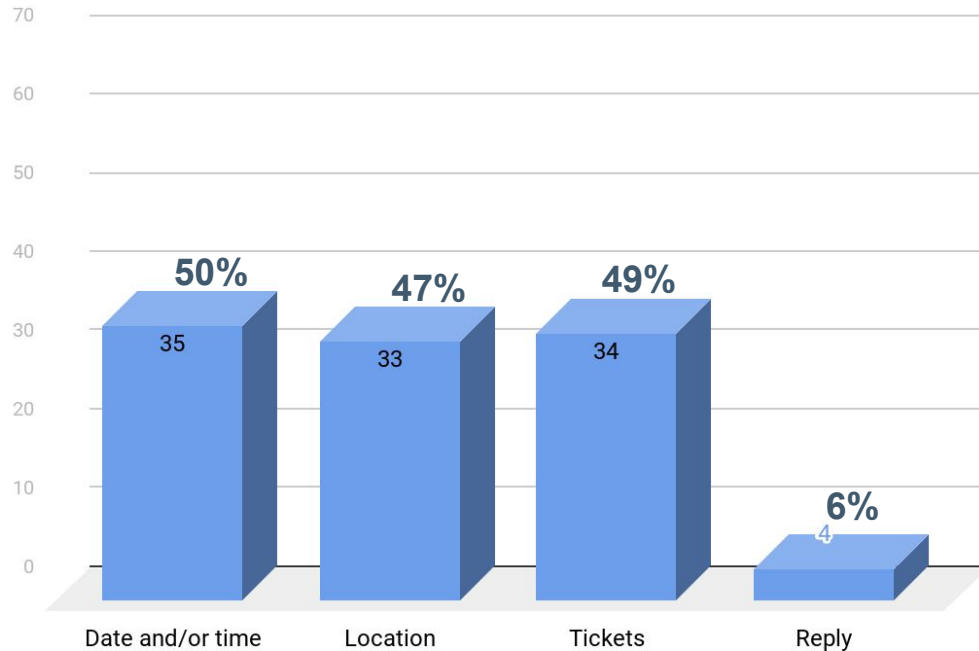
| 70 | SALES & MARKETING MESSAGES |
|----|----------------------------|
| 4  | Kit                        |
| 25 | Draws/lotto/bingo/sales    |
| 3  | Camps                      |
| 6  | Matches (Bus trips)        |
| 24 | Social                     |

NOTE, A number of messages contained information about multiple topics



# Sales & Marketing message - other: 70

## Other factors of 70 Sales & Marketing messages sent



| 70 | %      | SALES & MARKETING MESSAGES            |
|----|--------|---------------------------------------|
| 35 | 50%    | Included a date and/or time           |
| 33 | 47.14% | Included a location                   |
| 34 | 48.57% | Included ticket information           |
| 4  | 5.71%  | Included reply details (Tel/SMS/Name) |

# Notifications / Messages, 98

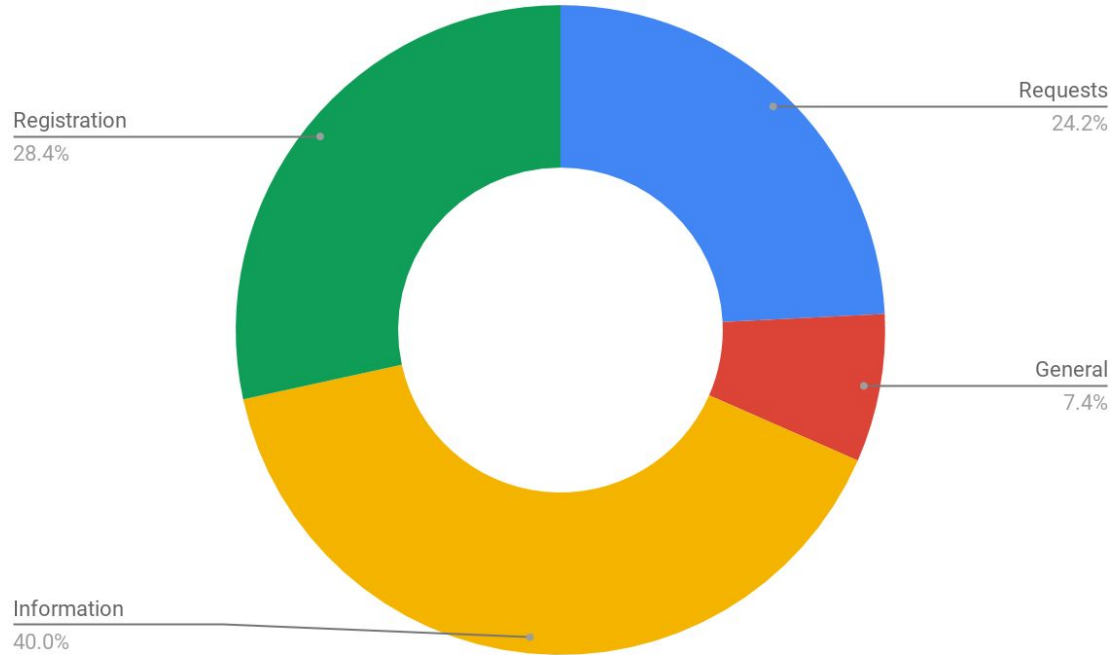
Of 512 sent 98 were NOTIFICATIONS & MESSAGES. The following slides breakdown the content.





# Notifications & Messages: 98

## Subjects of 98 Notifications / Messages sent



### 98 NOTIFICATIONS & MESSAGES

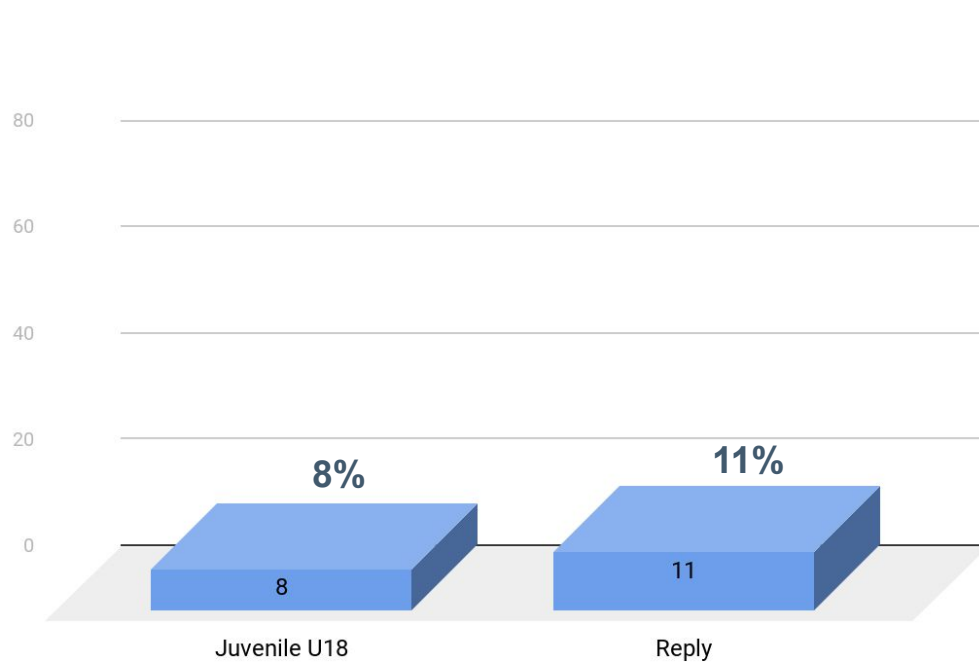
|    |               |
|----|---------------|
| 23 | Requests      |
| 7  | General       |
| 38 | Information   |
| 27 | Registrations |

NOTE, A number of messages contained information about multiple topics

# Notifications & Messages - other: 98



## Other factors of 98 notification & messages sent



| 98 | %      | NOTIFICATIONS & MESSAGES              |
|----|--------|---------------------------------------|
| 8  | 8.16%  | For Juveniles U18                     |
| 11 | 11.22% | Included reply details (Tel/SMS/Name) |