

## Brentwood Car Wash Case Study



**Name and City and State of Company:**

Brentwood Car Wash in Brentwood CA, 94513

**Common short code and Keywords used:**

**Keyword** – BWWASH      **Shortcode** - 87365

**Duration:**

Started program in June 2010 – present. Total of four months.

**Objective:**

To establish a database of loyal customers within the community of Brentwood to have a highly effective way to communicate with customers & send targeted ads with precise timing to increase sales and foot traffic as well developing a loyal client base.

**Call to Action:**

The Brentwood Car Wash encouraged people to join the mobile coupon club for weekly specials and updates. Customers that would join would receive an instant coupon instantly on their phone at the point of purchase for joining. A secondary call to action was to encourage people to participate in a customer service poll through this text media.

**Tactics:**

The Textmunication graphic team designed a launch kit of marketing material such as; a hanging banner for customers to see when they pull in, posters for the lobby, and VIP capture cards to hand out to create awareness and to build the database.

**Results Thus Far:**

The Brentwood Car Wash has established a database of 353 mobile subscribers and sent a total of two campaigns in September. Total amount redeemed in the month of September was forty-four mobile coupons which was a 12% redemption. One offer was for \$5 off a ultra shield wash & the other was for FREE dressing when you purchase the works plus. These are the most recent campaigns.