

Mobile Marketing and Retention Case Study for Fresh Choice 4/18/11



Name and City and State of Company:

Fresh Choice – Fremont, California

Common short code and Keywords used:

Keyword – FRESH

Shortcode - 87365

“We have capitalized off of our Textmunication program by being able to immediately contact our customers and convert them into sales in a matter of hours.”

Cayce Howe – Marketing Director/Fresh Choice

Duration:

The mobile program started in August of 2010 to present.

Objective:

Fresh Choice was looking for a program that would allow them to send pin point targeted ads with precise timing to establish increased brand awareness and more importantly drive foot traffic and sales. The goal was to establish a new and innovative program that produced higher redemption conversions than traditional programs and traditional media.

Call to Action:

Fresh Choice encouraged customers to join their mobile list for exclusive offers & a chance to win free Fresh Choice for an entire year.

Tactics:

The Fresh Choice marketing team created visual art signage to place within their restaurants. The signage consisted of; table tops, POP collateral, & posters to create awareness of the program.

Outcome:

Over the last seven months Fresh Choice has learned that their customers have been really receptive to text messaging as their preferred mode of communication. Since the start of the program Fresh Choice has accumulated a mobile list up to 3,989 subscribers and they have experienced redemption rates between 7%-11% depending on the restaurants location.

Testimonial:

“Our Textmunication text service has been a great success for us. We have been averaging 7% conversion rate with some campaigns reaching over 11%.

We have capitalized on the unique aspects of text communication, specifically being able to immediately contact our customers and convert them into sales in matter of hours. In our situation at Fresh choice, we have over 30 locations, and since the database is easily segmented we can target each location and run special promotions. This has greatly increased sales!

The team at Textmunication has been great to work with. They have over delivered on price, service and functionality of their software. Textmunication has been there every step of the way helping us integrate this program into our marketing Strategy, from customizing instructional materials for our employees, to adding important metrics on the dashboard of the system. All in all it has been an exciting venture that continues to get better.”

Cayce Howe
Marketing Director
Fresh Choice Restaurants

