

The Pizza Factory Case Study



**"We Toss 'em,
They're Awesome"**
PIZZA FACTORY®

Company & location:

The Pizza Factory in Temecula, Menifee, and French Valley, California

Common keyword & short code used:

Keyword – PFAC **Short code** – 87365

Duration:

July 1st 2010 – present

Objective:

The Pizza Factory franchisee owner found that the more traditional ways of marketing such as direct mail and email were not providing the results needed so The Pizza Factory chose to go with text marketing because they needed a highly effective way to communicate with customers. The goal was to have a tool that would allow them to get information to their audience immediately. The Pizza Factory also wanted to use text marketing as a tool to measure other marketing they were doing and have done in the past at the same time increase sales and build a database of loyal customers.

Call to Action:

Consumers were offered a free snack appetizer or free upgrade on their pizza at point of sale for joining the program. After point of sale the call to action was to market and encourage people to join their VIP mobile list for exclusive offers and they would have a chance to win free pizza for they year.

Tactics:

The Textmunication team looked at the overall marketing strategy for these three locations and applied the clients keyword and short code to their current direct mail campaigns, door hangers, and Facebook account to acquire these numbers. The Pizza Factory also deployed a launch kit designed by Textmunication to capture daily foot traffic from the locations as well. The launch kit material included; banners, table tops, and POP collateral for the registers.

Results:

These particular locations have established a database of 673 subscribers so far into their database. Once they hit 100 numbers in their program within the 1st three weeks The Pizza Factory started campaigning and has sent three campaigns per month with coupons, fundraising events, and offers and is has experienced a high redemption of 22% and a low of 8% which was higher than the other marketing channels being used such as direct mail, email, and Facebook in the past.

TEXT PROGRAM AT 6 MONTHS

Latest Campaign - \$7.00 large one topping pizza

Temecula 15% return

French Valley 17% return

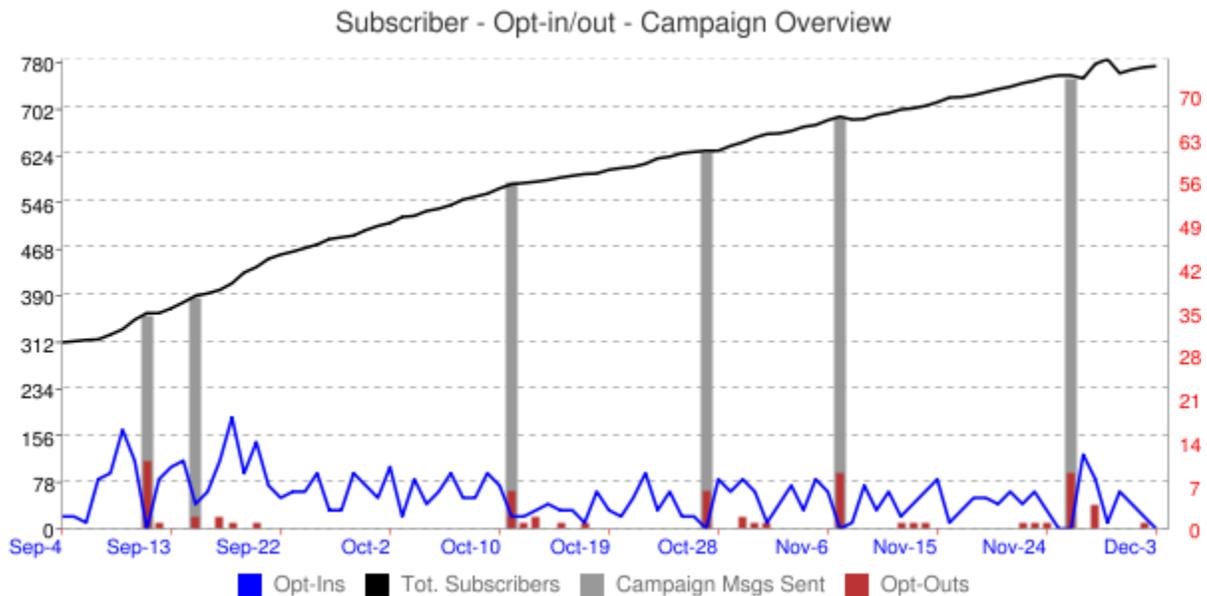
Menifee 10% return

80% of the returns the customers spent more than the \$7.00

Depending on campaign's aggressiveness, **returns are anywhere from 8% to 17%**

Temecula - 467 participants with 9-20 added each week (Temecula is only store that has participated from the beginning)

Below is a graph showing the growth – it is definitely something we are going to continue using.



I also use the text to advertise the Charger Cheerleaders being at the store and the Wounded Warriors Project Fundraiser – it is a way to let people know of special events not just giving discounts. I have no problem getting people to join (they get a free breadstick or size upgrade on their pizza when they do). Yes the better the offer the better return but I am happy with an 8% return for a less aggressive offer. It is so easy to do and actually a lot of fun. Texting can be utilized for boosting slow times such as Monday nights or maybe you need to get rid of some large pizzas due to too much dough before you have to throw it out.