

Shirasoni Restaurant

SMS marketing Case Study...

12/4/10



Company and location:

Shirasoni Japanese Restaurant in Stockton & Brentwood, Ca

Common short code and Keywords used:

Keyword – SHIRASONI & SHIRASONIVIP **Short Code** - 87365

Duration: October 1st 2010 – Present

Objective: Shirasoni's main goal was to obtain a highly effective way to keep an open dialog of communication with customers to inform them about specials, events, rewards club updates, happy hours, sporting events, birthdays and more. Through experience Shirasoni found that their email club was averaging disturbingly low open read rates there fore low redemptions. At the same time experienced that Facebook even though fun and a great way to connect they were not experiencing traffic flow from offers posted as fans from Facebook were not getting the message fast enough as their customers need to be on a web browser to read Shirasoni's posting. Shirasoni turned to mobile SMS marketing as a pro-active way to communicate with customers to increase sales and foot traffic and to be used as a retention tool as well.

Call to Action: Shirasoni encouraged new and existing customers to join their mobile rewards club for exclusive specials, invites, to earn points for future perks, and to be rewarded on your birthday. Participants that joined were also entered to win FREE food for the year.

Tactics: Shirasoni marketed their mobile rewards program on their website, email club, Facebook, page, a local city magazine ad, and internally with a roll up banner for the lobby's of the restaurants and with a VIP card that was handed with the customers receipts. Shirasoni also used a different keyword for each media to source the data and to see where most of their database came from.

Results: Over the two month span from launching the program Shirasoni has acquired just over 4,000 mobile numbers in their program from new and existing customers that have given Shirasoni permission to alert them on their mobile device with information. Between the two location this is an average of 66 new subscribers each day and 33 per location. Shirasoni ownership decided to send out their fist SMS campaign on Monday Nov 29th for Monday Night Football. The offer was simple

as it read...”SHIRASONI: Hello rewards club members. IF you love sushi this one is just for you! Tonight for Monday Night football between 5pm-8:30pm all sushi rolls will be half off with this text. Forward to a sushi lover!

This text message offer was sent to 3,700 subscribers at the time and Shirasoni decided moving forward especially with offers such as this to not send to the entire database at one time as too many people came in to redeem the offer. Shirasoni used the Textmunication platform to separate the database of mobile numbers using our folder management feature. Revenue sold during the three and half hours for sushi was over \$2,000.00 and they nearly ran out of sushi.

Outcome: The Textmunication team received a phone call the very next morning from Shirasoni ownership stating the following....

“That was an awesome campaign but too many people came in and I almost ran out of sushi. Can we please separate my numbers moving forward into separate folders so that when we send offers like this it is going to a selected group? Other than that this is a program we will continue to use as the customers loved it and the results were surprisingly great!”

The Textmunication team worked with Shirasoni on resolving this great problem and assisted the Shirasoni team on separating the database into specific folders for future reference.

