

SMS Marketing Case Study



Company and location:

Yogurt Pizazz in Brentwood, Ca. (Two locations)

“This has been by far the best thing I have ever done for my business.”

Common Keyword and short code used:

Keyword – FROYO/PIAZZ **Short Code** – 87365

Lou Rigney – Yogurt Pizazz Founder

Duration:

August of 2009 – Present

Objective:

As a new business owner in the city of Brentwood Yogurt Pizazz wanted to establish a database of customers from opening day. Due to the high development in the Brentwood area Yogurt Pizazz was sure competition would come to the area. After researching different methods of communication marketing systems like email, direct mail, and social media, Yogurt Pizazz turned to text messaging as a direct and instant way to connect with customers. The main goal was to have a highly effective method to communicate with customers to increase sales and foot traffic and have it cost effective at the same time.

Call to Action:

Yogurt Pizazz customers were encouraged to text in and subscribe to their mobile club for special offers, event info, birthday rewards, and new flavors and by doing so they would be entered to win a free yogurt and drawing would be picked monthly. Customers were also encouraged to text in to join the club and they would receive a double stamp on their Yogurt Pizazz rewards cards as a head start to their free yogurt.

Tactics:

Since Yogurt Pizazz is a two location company, Textmunication and Yogurt Pizazz decided to use two different keywords so that each location would have their own database. Yogurt Pizazz used a launch kit designed by the Textmunication graphic team that consisted of table tents, VIP punch cards, and POP collateral that promoted the program. Yogurt Pizazz also used our web widget service for their online website and encouraged people to join their birthday text club for a free yogurt on their birthday. Campaign tactics consisted of; double or triple stamp rewards on customers rewards cards during slow times if yogurt was purchased, any yogurt purchased this weekend would enter you in a drawing to win a digital camera or weekend Lake Tahoe getaway, gift card sales around holidays, free sample of new flavors, and monthly coupons. Campaign usage is between two and four campaigns a month.

Results:



Since the start of the program Yogurt Pizazz has established a database of 2200 subscribers which is 137 subscribers each month and 68 per location. His average response rate has varied between 9% and as high as 37% response.