

## SMS Marketing Case Study for Celia's Restaurant

### Dine in



#### Company and Location:

Celia's Mexican Restaurant in Antioch, Ca

#### Common Keyword and Short Code Used:

Keyword: CELIAS Short Code: 87365

#### Duration:

February 2010 – Present

#### Objective:

During these tough economic times today's consumers are limiting their expenses and staying in for meals rather than dining out and when they do they are looking for deals and the best value for the buck. Celia's ownership has recognized this as they are located in a income challenged location and needed a more effective method to inform people about theses offers to increase sales and foot traffic than traditional marketing methods such as print and direct mail. Celia's chose Textmunication as their mobile solutions provider so they could send incentivized offers with discounts for repeat business to get families to eat our more frequently.

#### Tactics:

Celia's deployed a launch kit design by the Textmunication team that consisted of Table tents and a roll up banner for the lobby that encouraged people to text in for a chance to WIN free food for the year if they joined their mobile fan club for exclusive offers and invites. Outbound campaigns consisted of a free appetizer with purchase, buy one meal get second of equal or less value half off, 15%-25% off entire bill during specific times, invites for live mariachi band and games on TV. Regular offers or announcements were planned to go out just before lunch and dinner rushes and the more aggressive offers were sent out on slower days and times. Celia's also applied their keyword to external marketing like magazine print and direct mail and encouraged new customers to text in for a free entrée to draw new business. (limited entrees of course)

#### Results:

Since conception of the program Celia's has established a database of 800 subscribers within the community of Antioch that are actively receiving these offers on their mobile devices. Celia's has experienced a low redemption of 6% and high redemption of 42%. Offers and times of day sent would vary. The opt out ratio of people un-subscribing is below 10% as people are wanting the offers.

#### Testimonial:

*"I will continue to use this text message program for as long as I own the business"* **Hector Robles/Owner**