

Dickeys Barbeque Pit Case Study

9/25/10



Company and location:

Dickeys Barbeque Pit in Livermore, Ca

Common short code and keyword used:

Keyword – DICKEYS **Short Code** – 87365

Duration of program:

July 1st 2010 – Present

Objective:

- To establish a database of new & existing customers mobile numbers within the Livermore City & surrounding area.
- To increase brand awareness for a new brand such as Dickeys to the Northern California area as Dickeys Barbeque Pit is from Dallas, Texas.
- Dickeys Barbeque Pit wanted to take a pro-active approach to communicate with customers with updates & offers to increase sales & foot traffic.

Call to Action:

Dickeys Barbeque Pit encouraged people to opt in via text message to participate in a contest for a chance to win a free meal by joining their mobile club. Dickeys Barbeque Pit also encouraged people to join the program by offering a FREE drink in their Big Famous Yellow Cup with a purchase.

Tactics:

Dickeys Barbeque Pit deployed a launch kit in their establishment with material such as: table tents, posters, POP collateral, glass decal, and frequency VIP cards to hand out to customers. The material marketed their keyword, short code and call to actions on them to create awareness. They have also recently applied their keyword & short code to a new advertisement they have on a bus wrap which is generating new leads for this business.

Results:

This location has established a database of 235 subscribers from the internal marketing & after just launching their bus wrap they have received an additional 33 subscribers from that media which is a total of 268. This specific location has sent a total of four campaigns thus far and is averaging a 13% redemptions thus far on their mobile coupons.