

# Mobile Marketer™

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## SMS case study - Oklahoma City Bricktown

By [Giselle Tsirulnik](#)

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**Calls to action were found all around town**

### Brand

Oklahoma City Bricktown

### Agency

[7 Media Group](#)

### Campaign/program name

Integrated Mobile Marketing

### Duration

May 2010 to present

### Short code and keywords used

Consumers were asked to text the keyword CHEVY to short code 62582

### Objective

Bricktown, located in downtown Oklahoma City, is one of the premiere tourist attractions in the state of Oklahoma with many shops, restaurants and events.

The sales and marketing agent for the Bricktown Association is Griffin Marketing Solutions, which manages all of the marketing and public relations for the association.

One of the primary assets it manages is the official [Bricktown Web site](#).

GMS has Web site sponsors who get additional exposure and value on the site in exchange for a monthly sponsorship fee.

To add additional value to the sponsorship packages and to create another Bricktown asset that could be used to create additional sponsor dollars, GMS decided to launch a Bricktown Mobile Club.

The goal of the mobile club was to have additional marketing assets that could be utilized to tout sponsors and to send out information on Bricktown events, promotions, giveaways and offers.

### Strategy

The goal for 7 Media Group's services for Oklahoma City's Bricktown in 2010 was to expand their social element along with utilizing mobile marketing.

The Bricktown area attracts a large number of diverse people all of whom can benefit from the use of mobile marketing by keeping them up to date on all of the happenings of the area.

### Call to action

The Bricktown Association launched the club at the end of May and found immediate success in both growing club membership and in getting hundreds of entries for giveaways.

The association utilized its existing social media assets such as their Facebook Fan Page, Twitter and the Bricktown Web site along with prominent signage on locations in Bricktown to create awareness of the club.

Aside from occasional half page print ads in the Oklahoma Gazette, no media was purchased to promote the mobile club.

### **Results**

Griffin Marketing Solutions has been able to track the growth, which has been consistent and steady and is good, quality growth.

It has consistently added several hundred new fans on Facebook month over month. It has also seen dramatic growth in its WAP site-traffic.

The association sends out mobile alerts to its club members every Monday and Thursday and mobile membership numbers are steadily increasing week over week.

### **Quote**

"Working with 7 Media Group has made the process of launching a mobile club a great experience. From their knowledgeable guidance in launching the club to teaching us different techniques for adding memberships to helping us sustain our growth and develop strategies moving forward, they've offered us the one-on-one consulting we needed to make the Bricktown Mobile Club a big success!"

-- *Kristin Klontz, clients services manager at Griffin Marketing Solutions*