

Your mobile marketing solution has arrived.

# Reach Mobile



## Mobile Marketing Case Study



**Business:** Big City Burrito

**Campaign:** Direct-Mail Postcard Campaign to 10,000 [16-34 yr. olds]... Offered Free Burrito Coupon for Opt-in to Their Mobile VIP List

**Industry:** Restaurant

**Take Away:** Mobile Marketing Is A Very Powerful Way to Build Viral Campaigns That Can Drive Lots of In-Store Foot Traffic

### “Big City Burrito Adds 300 Customers in 30 Days by Offering Mobile Coupon Via Text Messaging”

Big City Burrito used mobile text [sms] messaging platform to create a viral campaign that drove an immediate spike in sales.

Brad Harris [Managing Partner of 3 Big City Burrito restaurants], said he wanted to create a buzz and find a way to stand out from this competition. He found mobile marketing was the *perfect* way to accomplish both, as well as target their young customer base.

### How Did the Big City Burrito Benefit From Mobile Marketing?

- ✓ Used A Mobile Coupon to Drive In-Store, Foot Traffic.
- ✓ Created A Text [SMS] Marketing List of Interested Customers to Send Future Offers to.
- ✓ Added 300 Customers in the First 30 Days of the Campaign.
- ✓ Campaign Went Viral [Customers Began Forwarding Coupon to Friends, Increasing In-Store Sales.

Call David Schroeder Today to Find Out How Your Business Can Benefit From Mobile Marketing