

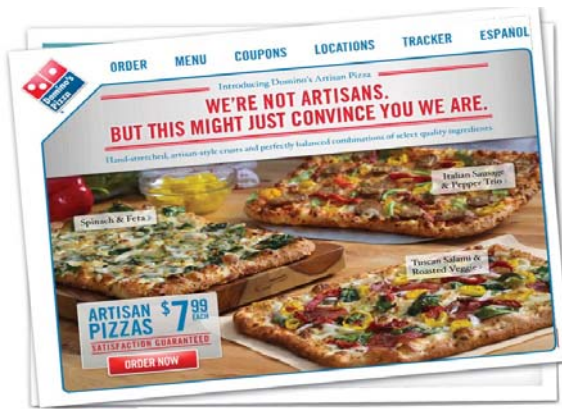
Your mobile marketing solution has arrived.

Reach Mobile



Mobile Marketing Case Study

Source: Case study results were quoted from: eztexting.com/dominos.html



Business: Prairie Pizza [Domino's Franchise in Charlotte, NC]

Campaign: Modified Existing Ad to Promote Free Pizza for Joining Facebook Group via Text [SMS] Message

Industry: Pizza

Take Away: Promoting Free or Discount Offers Can Quickly & Easily Grow a Text [SMS] Marketing List

"Prairie Pizza [Domino's Franchise] Added 600 Opt-in's to Its Text [SMS] Database In Just One Evening"

Ryan Swanson [area director for Prairie Pizza] offers free pizza & specials to anyone who joins their Facebook group. He advertised the FB group at UNCC's basketball arena [during games], on the big screen, and other displays at the arena. The arena's announcer read the ad while it was displayed. Students were prompted to join the FB group by texting to a short code.

The text response gave instructions on how to redeem the offer. Mr. Swanson says "The sales at the store, *when we send text messages, or [use them to] drive people to Facebook, are unprecedented.*"

How Did Prairie Pizza Benefit From Mobile Marketing?

- ✔ Added 600 Mobile [SMS] Subscribers in Just One Evening.
- ✔ One Text [SMS] Campaign to 500 Mobile Subscribers Resulted in 125 Orders.
- ✔ Used Text [SMS] Messaging to Add Over 2000 Facebook Fans to Make Special Offers to.
- ✔ Coupon Redemption Rates Averaged between 20-25% per Text [SMS] Marketing Campaign.

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