

Your mobile marketing solution has arrived.

Reach Mobile



Mobile Marketing Case Study

Source: Case study results were quoted from: textmunication.com/media/downloads/shirasoni.pdf



Business: Shirasoni Japanese Restaurant

Campaign: Join Mobile Club & Get Exclusive Offers, Invites, Birthday Rewards & Free Food for A Year Contest

Industry: Restaurant

Take Away: Promoting Contests, Exclusive Offers & B-Day Specials, Can Quickly Grow A Text [SMS] Marketing List

"Shirasoni Adds Over 4,000 Local Subscribers to Its Text [SMS] Database in Just 60 Days"

Shirasoni's goal was to effectively communicate with customers to inform them about specials, events, rewards club updates, happy hours, sporting events, birthdays and more.

Over time, Shirasoni found that their email club was averaging very low open rates & low redemptions. Also, Facebook offers weren't connecting fast enough with customers. Shirasoni turned to Text [SMS] marketing to pro-actively communicate with customers, increase foot traffic, sales & as a customer retention strategy.

How Did Shirasoni Restaurant Benefit From Mobile Marketing?

- ✔ Added 4000 Local [SMS] Subscribers Through Consistant Promotion.
- ✔ A Monday Night Football [SMS] Campaign to 3700 subscribers grossed \$2,000 in 3½ Hours.
- ✔ Dramatically Increased Foot Traffic by Tying Sporting Events to A Special Offer.
- ✔ The Same Campaign created so much foot traffic, Shirasoni almost ran out of Sushi.

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