



CASE STUDY: Mediterranean Inspired Restaurant Sweetens Relationship with Customers

THE CHALLENGE

As one of Newark, Delaware's premier dining destinations, Caffé Gelato earned itself a loyal customer following since opening its doors nearly a decade ago. However, the economic climate has taken a small toll on the Northern Italian, Mediterranean-inspired restaurant and it was looking for new ways of connecting with customers to share its nightly promotions.

OUR SOLUTION

Caffé Gelato started out slowly with Money Mailer's mobile program, sending out just one text message a month. However, once restaurant management saw the benefits, such as 230 opt-ins within the first two months, they accelerated the program by sending four text pushes in August 2009.

At Money Mailer's suggestion, Caffé Gelato now includes the text offer on all its printed marketing materials, including in-store menus.



Shared Mail Ad with Mobile Phone Offer

Within just a few months, Money Mailer built a mobile database of more than 230 customers and increased awareness and sales of the restaurant's special nightly offers.

THE REAL BOTTOM LINE

Caffé Gelato does six shared mail campaigns a year with Money Mailer and has been extremely pleased with their results. As a best-in-class restaurant, it is always looking to enhance its ability to communicate with its customers. Mobile marketing has provided that opportunity. With more than 230 opt-ins in just a few months, the restaurant is engaging its loyal consumers and retaining them with convenient, timely communication.

Dave Stracke, Owner
Money Mailer of Delaware

THE BOTTOM LINE

Dave Stracke, owner of Money Mailer of Delaware, consulted with Caffé Gelato's ownership and presented the mobile marketing program as a cost effective solution for adding another consumer touch point to the eatery's marketing mix.

Caffé Gelato quickly accepted the idea, choosing to use the text campaign as a way of keeping their customers informed about the restaurant's daily specials. Not a deep discounter, Caffé Gelato's only savings offer with the mobile campaign came with the initial welcome message.

OUR APPROACH

Money Mailer designed an elegant print piece for its shared mail envelope which included a call to action for consumers to join the mobile program. Money Mailer suggested an incentive to help entice consumers to opt-in. Caffé Gelato agreed to the idea, and made a free entrée offer to its guests who chose to receive their text messages. The subsequent messages did not include a savings offer; instead they became promotional messages for the nightly specials.

