



CASE STUDY: Family Dry Cleaners Sparkles with Innovative Mobile Marketing

THE CHALLENGE

Family Dry Cleaners needed to increase weekly customer traffic. Because of the economy, people were not coming in as often as they once did, choosing instead to spread out their cleaning orders over a month instead of visiting every week.



Shared Mail Ad with Mobile Phone Offer

THE BOTTOM LINE

The store wanted to communicate to current and new customers that they offered more services than just cleaning shirts and pants. They hoped that advertising weekly specials on different clothing items would boost customer traffic. The initial campaign for Family Dry Cleaners began in April 2009.

Customers that had been coming in only once each month were being converted into weekly customers.

OUR APPROACH

Money Mailer suggested a mobile marketing campaign because of its effectiveness in reaching consumers with weekly offers. These offers would focus on a different article of clothing and special prices for cleaning them. The goal was to have current customers return on a weekly basis and to communicate to new customers that Family Dry Cleaners provides more than standard cleaning services. The first opt-in offer was \$5 off any dry cleaning order.

OUR SOLUTION

In addition to using the shared mail envelope to advertise the store's offers, Money Mailer printed 1,000 flyers explaining the text-message option and placed the flyers in the stores. The bottom of the store's receipts also included information about how customers could opt-in to receive mobile offers and window posters and signs at the cash register promoted the text-message option.

More than 20% of the customers in the database responded to the offer.

THE REAL BOTTOM LINE

Family Dry Cleaners built a database of customers after the first mailing went out. A mobile offer went out six weeks later that gave anyone who opted in the mobile-coupon program 20 percent off of any dry cleaning order. More than 20 percent of the customers in the database responded to the offer. Some customers even came in on the same day that they received the text message. Customers that had been coming in only once each month were being converted into weekly customers. Family Dry Cleaners was so pleased with the results that Money Mailer received several business referrals from the cleaners.

Some customers came in on the same day that they received the push message.

"Family Dry Cleaners was really excited with the results. They knew people were coming in because of the text message offers. Now they are able to communicate with those customers on a weekly basis."

Tanya Roberts, Owner
Money Mailer of Chattanooga, TN

