



## CASE STUDY: Family Dining Restaurant Adds Mobile Coupons to its Marketing Menu

### THE CHALLENGE

Sanders Restaurant and Pancake House in Skokie, Ill., has been an independent, family dining fixture since 1984 that enjoys a loyal customer base. While some guests come in two to four times a week, dinner sales were lagging on multiple weeknights as the economy tumbled. Money Mailer's task was to design an integrated program that would bring customers in during slow periods.



### THE BOTTOM LINE

The family-dining segment of the restaurant industry has grown increasingly competitive as the large chains and small, independent restaurants alike try to increase sales during all day-parts. The primary focus for Sanders Restaurant was driving traffic during the slow, weeknight dinner period.

The combination of shared mail and point-of-purchase displays has generated more than 320 opt-ins and growing.

### OUR APPROACH

Because Sanders Restaurant is a longtime client, Money Mailer knew their previous challenges and successes and recommended a new marketing solution. Money Mailer's representative explained the advantages of integrating the restaurant's direct-marketing program with mobile coupons. This would add another dimension to the restaurant's marketing strategy and differentiate it from competitors. The investment would be minimal, the impact would be significant.

### OUR SOLUTION

Money Mailer began advertising Sanders Restaurant's first mobile coupon offer in shared mail envelopes in January 2009.

In-store point-of purchase material also promoted the mobile opt-in program. The number of opt-ins would be measured to analyze how well this new tactic worked.

### THE REAL BOTTOM LINE

The combination of shared mail and point-of-purchase material generated more than 320 opt-ins. Based on the results, the mobile-coupon strategy was deemed a success.

Future plans include expanding the mobile program into a larger communications strategy to promote new menu items as well as holiday offers and other savings.

