



CASE STUDY: Family Italian Restaurant Uses Mobile to Invite the Neighborhood to Dinner

THE CHALLENGE

The owners of Scoogi's, a classic Italian family restaurant, sought an affordable new marketing channel which would provide them with greater flexibility to connect with their customers in a timely fashion ahead of slow periods and nightly promotions.

OUR SOLUTION

Scoogi's management showed tremendous excitement for the print ad, and once the opt-ins began to come in, they were hooked. Plus, Money Mailer made it an enticing opportunity for Scoogi's by including 500 free text messages each month for the first six months of their advertising agreement.



Shared Mail Ad with Mobile Phone Offer

Scoogi's immediately saw the benefits of integrating mobile into their marketing mix, and exceeded the 500 text messages by nearly three times in the program's first month.

Money Mailer has now successfully encouraged Scoogi's to be even more aggressive with its mobile text offer. The restaurant now offers a free appetizer as the opt-in reward for mobile phone users.

With just one mailing and four messages pushed out, Money Mailer built a mobile database of more than 400 customers.

THE BOTTOM LINE

To increase the number of times Scoogi's "touches" their customers beyond the eight mailings they'll do this year, they integrated their campaign with mobile marketing. Text messages have been pushed about every other week since launching mobile at the beginning of June.

THE REAL BOTTOM LINE

This year's Father's Day was a prime example of the success Scoogi's has had with Money Mailer's mobile marketing solution. A text message was pushed out a few days ahead of the holiday, reiterating the restaurant's "Dad's Free Entrée" offer. The response from consumers resulted in the restaurant's busiest Father's Day in 18 years.

OUR APPROACH

Money Mailer employed a multi-tiered, integrated campaign to advertise the text opt-in opportunity. It included shared mail, in-store collateral and small cards for take-home, delivery and check presentations. Plus, staff and management were trained on how to easily explain the mobile program.

During a buy one, get one weekend special, nearly 20 customers who received the text offer came in...more than covering Scoogi's expenses for the program.

In the mobile campaign's first six weeks, more than 400 consumers opted-in to receive regular text messages.

"Money Mailer's mobile initiative allows us to keep people interested in coming back to Scoogi's. We need to get these messages out there to remind people about our specials. It's to our advantage to connect with our customers so that we can keep them part of our whole family concept."

Rob Rosato, Owner
Scoogies

With a keen understanding of the client, Money Mailer did not encourage making special discount offers with the mobile messages. Rather, Money Mailer simply started the mobile campaign with an eye-catching shared mail piece that featured a top banner signaling recipients to join the text program and remain informed of the nightly specials.

