

SMS Marketing For Code Brew Coffee Shop Case Study...



Company and Location:

Code Brew Coffee Shop in Brentwood, Ca

Common Keyword and Short Code Used:

Keyword: CODEBREW **Short Code:** 87365

Duration:

September 2009 – Present

Objective:

As a new coffee and pastry shop in the area, Code Brew needed an edge over local brand name competition like Starbucks in order to compete. After experiencing with magazine print, an email club, and Facebook Code Brew found very little success. Success in terms of acquiring emails and accepting fans on Facebook however very little success on the redemption side of their offers. Code Brew was referred to Textmunication and turned to text message alerts so that Code Brew can have a pro-active way to deliver offers and invites to their customers. Text messaging in Code Brew's eyes was a guaranteed readable message as you don't have to open an email or be on a web browser to receive the alert.

Call to Action:

Code Brew encouraged customers to join their mobile coffee club for exclusive offers, invites, and event info. For doing so new subscribers would receive their first coffee on the house.

Tactics:

Code Brew Deployed a launch kit designed by the Textmunication design team that consisted of; table tents, POP collateral, posters, and capture cards that promoted the program and encouraged people to text in to join and receive their free coffee. Code Brew also applied their keyword and call to action to their magazine print ad to generate leads as well as posting on Facebook and their website. Code Brew used a different keyword for each medium so they could source the data and measure.

Results:

Codebrew has established a database of over 1200 subscribers. Their average redemption on coupons and offers has been 9%-16% depending on the offer. One campaigned reached as high as 77% redemption for free coffee day.