



Mobile Marketing Case studies

Franchising

Overview

Mobile marketing has become increasingly popular in recent times as the number of mobile phones has grown exponentially. Mobile marketing has immense potential in reaching a large number of customers in a fast and effective way. It is one of the easiest ways for organizations to promote their products and services. With a significant rise in the number of franchise firms around the world, they have found innovative ways to promote their products through mobile marketing.

Challenge

A fast food franchise was set up in a remote location where their customer base was significantly low. They needed to marginally increase the number of customers in order to sustain in the long run. In order to do so, they created innovative ways that can attract customers and also ensure repeat purchases.

Methodology

The fast food franchise utilized mobile marketing to increase their customer base. They set up an SMS campaign where customers were asked to text a mobile key word to a SMS short code. By opting for the SMS campaign, various product offers and campaigns were sent to customers through text messages. This generated more visits from the customers as well as an increase in the number of purchases.

Outcomes

Through the SMS campaign, the fast food franchise got an extraordinary return on their investment within a few months. Over 5000 customers opted for the campaign and close to 13000 messages were sent. It therefore increased the customer traffic immensely. SMS marketing allows firms to send various promotions that can be delivered instantly to each customer's phone. It is possible to gain more control over the customer traffic through SMS marketing.

About Citimedia

Citimedia is a state-of-the-art marketing platform that provides its clients with efficient digital marketing solutions and consultancy services. The various services of Citimedia include automated social media marketing, mobile marketing, search engine optimization, email marketing etc. Citimedia can help you make the best marketing decisions when launching any products and services and can also assist in campaign planning. As a comprehensive platform, it provides innovative solutions that are integrated and easy to implement so that you can handle all your digital marketing activities in one place.