



Who They Are

<http://www.cfarestaurant.com/coliseumdrive/home>

Chick-fil-A is a national fast food restaurant chain headquartered in Georgia that offers a wide selection of yummy breakfast menu items, salads, wraps, side dishes, desserts, and of course, an array of delicious chicken entrées. As of June 2011, the chain has about 1,600 locations in 39 states in the U.S. and the District of Columbia.



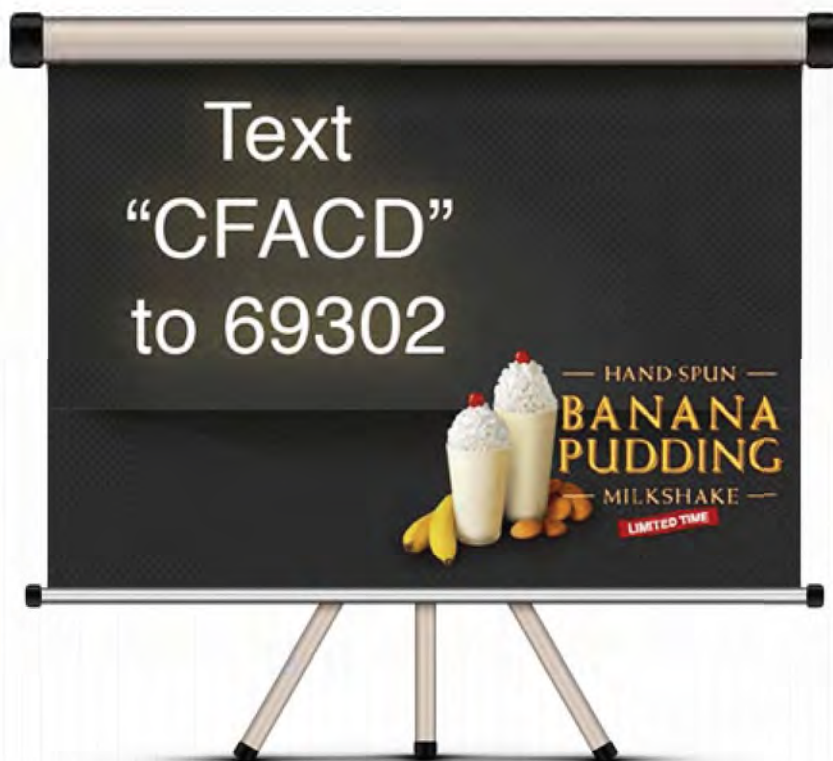
Challenge

Marketers at Chick-fil-A were interested in starting several interactive text marketing campaigns to better connect with their growing number of customers and patrons. They wanted to find an effective solution for sending promotions, coupons, restaurant alerts, and greetings to their current and potential customer base.

Campaign

A Chick-fil-A restaurant in Virginia used today's popular mobile keyword technology to expand their customer reach and easily collect their customer's contact information.

How does this work? -A Mobile Keyword is a one-word phrase that identifies a product, service, action, or business. People can text a mobile keyword to a short code number (i.e. 69302) to receive additional information and to join your mobile contact lists.



Results

For maximum results, Chick-fil-A chose to advertise their keywords on multiple channels such as the restaurant's online blog, social media, online networks and on various restaurant signage. By texting in the restaurant's mobile keywords like "CFACD" to the special short code 69302, customers were able to opt-in to Chick-fil-A's contact lists and instantly receive automated text blasts with special discounts, promotions and restaurant alerts on their mobile phones. To date, the restaurant has **collected nearly 2,000 mobile phone numbers** from their customers!

Not only that - thanks to the easy-to-manage MMS picture messaging system, this Chick-fil-A location is now texting three to four picture text coupons and promotions to their customers per week.

As a result, approximately 400 people came in to the restaurant to redeem their mobile coupon promotions during just one of Chick-fil-A's summer 2011 campaigns. That's nearly a 20% redemption rate!

Chick-fil-A turns to bulk texting technology to drive-in business instantly, turning a slow restaurant day into a busy one!

