

Case Study

attic



Who They Are

www.attic2zoo.com
WOMEN AND MEN STREETWEAR
CLOTHING & GOODS

Attic is a fashion forward streetwear clothing retail store promoting culture and individuality through monumental pricing. Locally owned and operated, Attic has created a devout following in their coveted selection of street wear goods both for women and men. The company has 2 locations currently in California
- Buena Park & San Diego.



Retail Store Text Campaign Produces a **Month's Revenue in 3 Days!**

➤ Campaign Setting

Attic clothing brand is growing as a revolutionary force in streetwear fashion across the United States. In order to cultivate a competitive edge in the fashion retail industry, Attic chose to think outside of the box with a winning marketing strategy for Black Friday. The strategy was to incorporate social media and mobile marketing through in order to expand their marketing reach.

➤ The Opportunity

Attic's strategy involved launching a mobile marketing SMS campaign using the shared short code 69302. Having already seen marketing success with their mobile keywords in the past, they chose to secure a third keyword to drive traffic to their store for their annual Black Friday sale. Just two days before the sale, Attic advertised their Black Friday keyword through a blog post on their company website.

11.27-11.29.09

9:00 am **E T** 7:00 pm

BLACK FRIDAY

CAMP OUT SALE

Must text "CAMPOUT" to 69302 for admittance into this VIP SALES event. NO EXCEPTIONS
* First 27 to show up on 11.27.09 will receive a Free Gift Bag *

Our Infamous **3 for \$50** **50% OFF**
T-Shirts Outerwear, Bottomwear, Accessories & Shoes
SALE ITEMS INCLUDED

While Supplies Last. Some Exclusions Apply. ALL SALES FINAL



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Attic generated \$20,000 in sales within the first 2 hours of opening!



Customers were encouraged to text "CAMPOUT" to 69302 to receive special promotional deals at the Attic store on the day of the Black Friday sale. By texting the keyword, customers would voluntarily opt-in as mobile contacts in Attic's database. The strategy was to create an exclusive customer list, send promotional texts, and in Attic's case, the text would act as a VIP ticket admission to the Black Friday event.

➤ The Results

With the emphasis on social media and mobile marketing, Attic minimized their advertising costs by cutting out all paid print, radio, and internet advertisements. Prior to the sales event, Attic boasted a collection of over 12,000 opted-in mobile numbers from their blog post, social media, and word of mouth. They were able to transform prospects into customers by collecting mobile numbers through utilizing online social media and mobile keywords features.

At the door, the Attic staff was able to admit customers with verified text messages sent from the VIP list the day before. On November 27th, 2009 **Attic generated \$20,000 in sales within the first 2 hours of opening.** Attic produced a month's worth of revenue in 3 days - a huge success!

Using the form of digital marketing, Attic was able to target key customers and deliver highly-profitable new promotions channels for the holiday season.

"We have seen the mobile experience heavily influence purchasing by informing and enabling in-store transactions. During the holidays when consumers are pressed for time, there will be a heavy reliance placed on mobile devices for delivering information, promotions, and sales. This Multi-Channel System has been very successful in getting people excited about our upcoming promotions like a coveted insider/VIP list for the Attic."

- Jimmy, Owner/Manager Attic