



SMS Grocery Store Case Study...

Client: Friendly's Foods, a chain of nine grocery stores with seven in North Carolina and two in South Carolina

Campaign/program name: Friendly's Family Discount club

Duration: The campaign has been running for 10 months and is still going.

Common short code and keywords used: Friendly to 62842

Objective: To build a membership base using SMS instead of a rewards card and to drive in more store traffic to increase overall sales.

Target audience: New and existing customers

Strategy: After opting in, the customer receives weekly discount coupons and is automatically entered into monthly contests for shopping sprees.

Call to action: Text Friendly to 62842 to join Friendly's Family Discount Club for additional savings on everyday products.

Tactics: Friendly's Foods used web site to carry the message, used print ads, banner ads, weekly flyers, and a limited amount of radio and TV.

For in-store signage, Friendly's Foods used a life-size cutout of its Farmer character from the stores' branding to attract more attention and carry the message.

Results: To date Friendly's Foods has acquired more than 1,900 members via mobile. Its coupon redemption rate ranges between 8 percent and 15 percent, depending on the product offered. And, its mobile initiatives are still growing.

What next: Once Friendly's Foods increases the membership in the mobile list, the company will capture email addresses to try migrating customers to receive their weekly flyer by email, instead of as a newspaper insert. It will be positioned as a push to go green.

Lessons learned: Friendly's Foods noticed its opt-out rate was a little higher than it liked. So, the company added a monthly contest with prizes such as a chance to win a \$100 shopping spree.

All active members were automatically entered. At the end of the month a winner was chosen and a message was broadcast to all members of who the winner was.

This added credibility to the contest and also pushed down the opt-out rate dramatically.

Surprise finding: Friendly's Foods recently broadcast a promotion that drove members to the web site for a printable coupon.

Following that broadcast, Friendly's Foods had several members unsubscribe immediately.

The company's hypothesis is that the opt-out was because the fulfillment was not on a mobile platform for the members to participate, they had to go to a computer to print out a coupon.

This shows that in order stay on course when using mobile rewards, do not send the customers to another platform for redemption.