

A Mobile Playbook for Quick-Serve Restaurants

Multi-location quick-serve restaurant (QSR) businesses are increasingly taking advantage of mobile marketing techniques to drive floor traffic and sales. Presented with numerous options — from SMS text messaging to mobile applications to the mobile web — **creating a mobile roadmap is critical** to successful adoption of mobile marketing by QSRs.

To successfully build mobile into their plans, QSRs require a partner who can advise on best practices as well as identify the right approaches given the unique ways each markets to its customers today. A common starting point is to work with a mobile marketing technology expert to leverage the universal accessibility of SMS text messaging. Following is an example of a roadmap often prescribed for QSR mobile marketers:



Take a “think global, act local” approach.

This approach helps rapidly create an opt-in mobile data asset containing information about mobile subscribers, but that also enhances and informs preplanned marketing activities directed toward customer segments. This data asset would lend corporate oversight of all mobile subscribers in such a way that at a local level, individual store managers could access and build upon the base of customers in their immediate geographies—offering the benefit of nationally directed campaign possibilities in a manner that would not conflict with localized campaigns.



Work with a select group of franchise operators to roll out mobile.

This group of franchise operators would help create a “mobile playbook,” which would document the ways in which mobile is rolled out to, measured and improved by other franchises. By reducing the number of people involved initially, QSRs will be able to more rapidly implement the program with less risk. Proving value and documenting the effort has the added benefit of ensuring adoption by other franchisees.



Implement a localized sweepstakes aimed at acquiring as many participants as possible.

We recommend a “many small” prize approach, given evidence showing that multiple small value prizes are more effective at spurring direct response than a single large prize. SMS programs typically achieve 20-30% response rates. Gift cards are often used as incentive. The sweepstakes would require participants to provide five pieces of information upon entry aside their names: email address, zip code, age, gender, marital status. This information could be submit-

ted in real time via text message interaction or online form available on the QSR's website, all of which feeds the same database. The sweepstakes would run for a period of one month, promoted in advance via local market media buys including billboards, radio and television. Each spot would utilize a unique SMS text message keyword such that responses are traced back to their sources. This not only allows media buy effectiveness to be gauged, but also can be used to later connect customers with specific promotions (e.g. male, 21, replies to billboard sweepstakes call to action, later opts into receiving alerts for promotions developed for a particular segment).



Sort sweepstakes participants by lifestyle segment.

With the sweepstakes program executed and documented, respondents could be sorted by customer segment. Members of each segment could then be aligned to the mobile component of the current period's marketing plans. The mobile data asset provides a ready basis for each promotion to be tailored to segments in the most relevant fashion to spur action.



Create various unique, targeted offers.


Offers may take the form of coupons, limited-time dollar-off discounts on selected items, or be informational in nature. These can each be unique, by segment and if applicable media source, with responses tracked uniquely. Moreover, by capturing zip code information, offers can target specific locations.



Bring social networking practices to the mobile channel.

If QSRs have Twitter presences, social media capabilities offered by some providers today allow messages to be broadcast to followers and also allow the ability to track messages forwarded by customers to their followers—essentially taking advantage of the one-to-many marketing opportunity presented by social media to greatly expand the universe of consumers seeing a QSR's messages.

Following localized execution and documentation, QSRs will have proven the value of SMS text messaging as sales in the targeted franchisees should meaningfully increase during the promotional period.

With the playbook documented, mobile marketing may then be rolled out to all franchise operators, including a kit containing unique mobile club registration signage, calls to action and suggested local mobile marketing campaigns. Ongoing, new national and local campaign ideas can be tested in the initial development market before rollout. The Signal Platform architecture provides facilities for the execution of campaigns on a national or regional level, as well as localized campaigns conducted by individual store managers. The Platform is accessed via an intuitive user interface which offers a number of pre-packaged engagement actions. Oversight can occur at the corporate level so that marketers can observe localized campaigns in progress to avoid conflicts with any planned national or regional programs. Moreover, corporate marketers can develop a bank of campaign ideas shareable across individual store users. 

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