

## CASE STUDY

### Yarraville Club

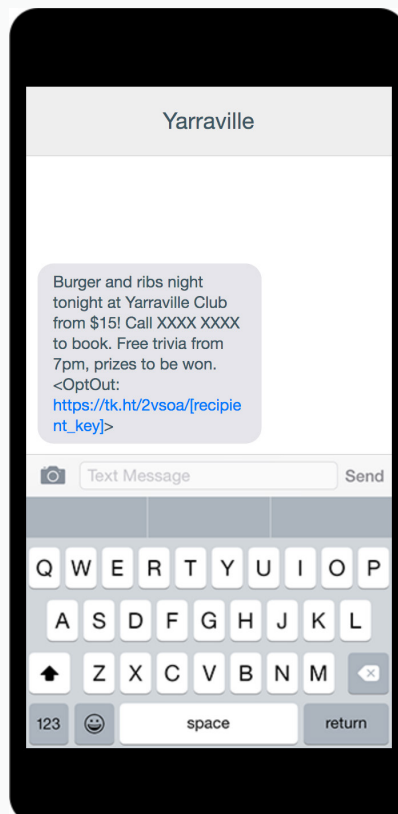
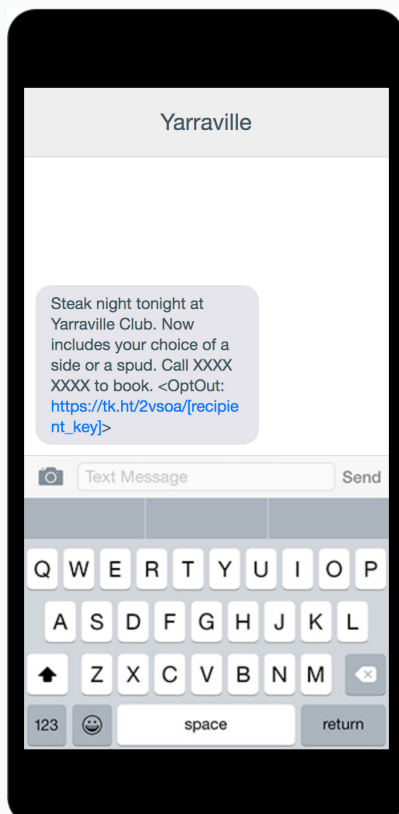


The Yarraville Club, based in Melbourne's inner West has approximately 5,000 contacts in their TalkBox account. The Club boasts a bistro, Sports Bar, TAB, Lounge, Function Room and a Kid Zone. The Yarraville club has found success from sending SMS campaigns to bring customers into their bistro.

SMS continues to be an effective way to gain immediate bookings as customers react to simple call to actions. The Yarraville Club uses TalkBox to send SMS to customers in order to fill the bistro. Club manager Scott says, 'we regularly send batches of SMS to promote the bistro and when we do, that night the bistro is completely filled.'

SMS campaigns are aimed at attracting last minute bookings and often focus on the nightly meal promotion.

**Some samples of the text messages that Yarraville Clubs sends to pack out their bistro include:**



! **Tips to make the most out of your SMS campaigns:**

1. **Reward or benefit:** include the offer or promotion as the opening line to engage your customer.
2. **Time frame:** have a sense of immediacy, offer something that is happening that night or the next.
3. **Call to action:** Use terms like book now, and include your venue name and phone number / contact info.

Read more about successful SMS strategies [here](#) (this link will download a PDF).