

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:

Yarraville	Yarraville	Yarraville
Steak night tonight at Yarraville Club. Now includes your choice of a side or a spud. Call XXXX XXXX to book. <optout: https://tk.ht/2vsoa/[recipie nt_key]></optout: 	Burger and ribs night tonight at Yarraville Club from \$151 Call XXXX XXXX to book. Free trivia from 7pm, prizes to be won. <optout: https://tk.ht/2vsoa/[recipie nt_key]></optout: 	Don't feel like cooking tonight? \$16 parma night tonight at the Yarraville Club. Call XXXX XXX to book. <optout: https://tk.ht/2vsoa/[recipie nt_key]></optout:
Text Message Send	Text Message Send	Text Message Send
QWERTYUIOP	QWERTYUIOP	QWERTYUIOP
ASDFGHJKL	ASDFGHJKL	A S D F G H J K L
◆ Z X C V B N M <>	★ Z X C V B N M <	► Z X C V B N M <
123 Space return	123 😄 space return	123 😂 space return

1 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 <u>here</u> (this link will download a PDF).