



BRIGHT AGE DRIVES NEW CUSTOMERS TO DOG HAUS RESTAURANT USING A SOCIAL MEDIA MARKETING CAMPAIGN TO PROMOTE A SPECIAL OFFER TO TEXT IN AND RECEIVE A FREE COMBO UPGRADE.

DOG HAUS CANOGA PARK WAS SEEKING NEW AND INNOVATIVE WAYS TO DRIVE IMMEDIATE TRAFFIC INTO THEIR RESTAURANT, THEY WANTED AN OFFER THAT WAS EASY TO CLAIM AND CUSTOMERS COULDN'T REFUSE THE CONVENIENCE.

Background

Dog Haus Canoga Park, the first franchised location of the fast-casual hot dog chain, had just celebrated their two-year anniversary since their Grand Opening. Serving up hand-crafted Haus Dogs, Sausages, and Burgers made with the finest ingredients and unique builds, Dog Haus quickly caught on in Canoga Park.

Challenge

While many people in the area are regulars at Dog Haus, there are still people in the community that are unaware of the restaurant. In order to increase the customer base, Dog Haus wanted to reach new unfamiliar people, and provide them with an offer that would drive them into the restaurant. The challenge was finding the perfect way to reach these people, and provide them with a coupon that was quick and easy to enjoy the benefits from.

Solution

Bright Age Digital Creative Agency developed a social media marketing strategy that would promote a Free Combo Upgrade, meaning a customer receives a free drink and side with their purchase of an entrée. Dog Haus had ran similar promotions before, but did not receive as many redemptions as they would have liked. Knowing this, we created a new campaign that allowed customers to text a phone number to receive their coupon for redemption. This strategy led to many more participating customers, as this was much more fast and efficient than subscribing to an email and finding the coupon in your overflowing inbox.

Results

With a small but useful budget, Dog Haus Canoga Park was able to yield incredible results. Their campaign was able to receive over 35,000 impressions at a cost of less than \$2.90 per 1,000 impressions (CPM). These hyper-local impressions lead to 471 text messages to receive the coupon, 203 of which redeemed the coupon before the end of the month. By implementing a new promotional strategy based around a text messaging campaign, Dog Haus Canoga Park drove a customer into their restaurant to purchase an entrée for less than \$2.00 per unique customer.



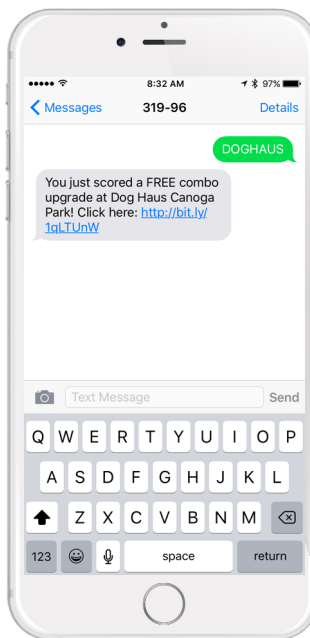
MONTHLY IMPRESSIONS

35,448

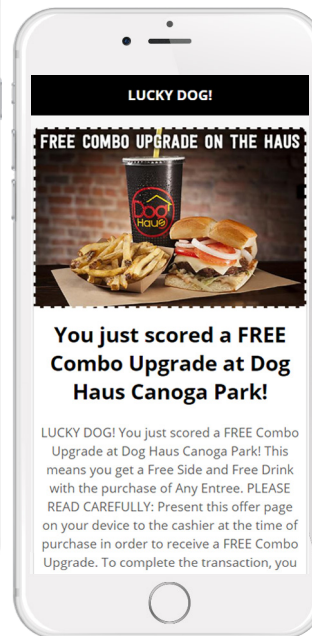


COST PER UNIQUE NEW CUSTOMER

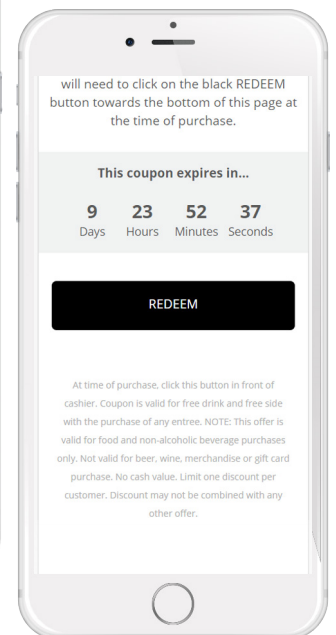
\$1.94



Step 1: Customer Texts Dog Haus and Dog Haus Responds With Link



Step 2: Customer Clicks Link to See Special Offer and Details



Step 3: Customer Takes Phone to Dog Haus and Cashier Presses Redeem