

CASE STUDY

SMS case study – Hotel Casa del Mar

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By GISELLE TSIRULNIK



Name and city and state of marketer:

Hotel Casa del Mar in Santa Monica, CA.

Name and city and state of agency or marketing services firm:

Mogreet, Venice, CA.

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Campaign/program name:

Hotel Casa del Mar text-to-short code MMS video promotion.

Common short code and keywords used:

Text CASA to short code 21534.

Duration:

Lasted 5 weeks. Ended Nov. 22, 2009.

Objective:

To build an opted-in list of mobile consumers and engage campaign participants.

Call to action:

The text message call to action was promoted by the hotel through traditional and social advertising methods, including in-hotel brunch posters, email blasts, Facebook, Twitter and the Casa del Mar Web site.

Target audience:

Los Angeles consumers.

Tactics:

The hotel's locally targeted Mogreet mobile video marketing campaign enticed consumers to join into the hotel's mobile loyalty club, in return for a special offer (in this case, free unlimited Bloody Mary's or champagne during Sunday Brunch).

Upon texting in CASA to short code 21534, consumers received a viral video on their phones that they could redeem at the property during Sunday Brunch.

Results:

After just 10 days of this outreach, the campaign had already generated substantial opt-in user base, a delivery rate of 100 percent and an engagement rate of 75 percent.

The campaign resulted in a 27 percent redemption rate and Hotel Casa del Mar reported generating substantial revenue from the program.

More important in the long-run, the hotel has built a database of local customers and "staycationers" that the hotel can reach to drive revenue through hotel services, such as food and beverage, spa treatments and etcetera.

The ROI was more than 450 percent and still growing.

Lessons learned:

An analysis of total message sends reveals 72 percent of all messages were sent to mobile phones in the Los Angeles metro area with the greatest number going to phones in the 310 area code alone, which is precisely the hotel's target consumer.

Hotel Casa del Mar successfully built a substantial mobile database and recorded nearly 250 mobile offer redemptions.

The combined engagement rate for the text in campaign and reminder blast was 61 percent.

Executive's name, title and company for response attribution:

James Citron, CEO, Mogreet, Venice, CA.

Quote:

"The results of this campaign clearly show how mobile can be incredibly valuable for advertisers trying to reach local consumers," Mr. Citron said. "In a fraction of the time, the

business built a mobile database nearly as big as their Facebook and Twitter presence, which resulted in real revenue."

"This outreach, combined with the novelty and effectiveness of a Mogreet video message, made for a thoroughly successful campaign, in particular at a time when email marketing is dying," he said.

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