

TAO Las Vegas Mobile Marketing Case Study:

TAO Nightclub Las Vegas



Objectives:

TAO is one of Las Vegas' premier nightclubs. Traditional print and email marketing was not providing enough return for their regular and special club night events. To solve this problem, they decided to implement a text messaging marketing strategy to promote their weekly parties as well as their big DJ nights. TAO also needed an easy way to capture their customer's information once inside the club.

Solution:

TAO chose Club Texting to provide them with the technology to execute their text messaging marketing campaign. Within 24 hours, Club Texting created an account with the key word "TAO". Within the next week TAO had placed call-to-action signs within their venue bathrooms and behind the bars as well as on their plasma screens.

In addition to in-venue ads, TAO included on their website, email and print flier promotions this simple message: "Text the word TAO The Number 25827 (CLUBS) From Your Mobile Phone to Receive Exclusive Invites To Events at TAO. Some of their marketing materials are shown below.

Emails



NIGHTLIFE HOME

If you're looking to take your nightlife promotions to the next level, then Club Texting's text messaging and mobile marketing programs are just what you need.

BARs

Bar promotions are essential to the success of your venue. While you have many options--from newspapers to email--none of these marketing tools offer you the direct and personalized reach of Texting's .

CLUBS

As a night club owner you rely on a number of methods to assure a continuous flow of customers through your doors--flyers, hired promoters, print ads, and email campaigns. All of these methods have their pros and cons, and they can be effective if done well, but none of them offer you the direct, personalized power of Club Texting's

Business Cards Handed Out To Patrons Leaving The Venue



RESTAURANTS

With text messaging your dining establishment can build deeper relationships your guests. Text messaging develops loyalty.

Patrons join your mobile marketing list, and you provide them with regular offers via text message. Popular items that can include free drink specials, mobile coupons, and special codes that can be used for reservations during busy times.

Within 3 weeks of the beginning of their Club Texting campaign, TAO amassed a 2,000 person subscriber list. On June 18th, 2006 TAO sent out its first Club Texting message to its subscriber base. The message read as follows: *TAO NIGHTCLUB: TONIGHT - DJ BOB SINCLAR WITH SPECIAL GUEST FAARSHEED!! LADIES SHOW THIS TEXT AT THE DOOR TO RECEIVE COMP ADMISSION FOR YOU AND A GUEST. 10PM*

The next day, TAO counted the amount of people who they admitted with the cell phone promotion and the results were as follows:

Total Amount of People: 220 (a 11% return)

Men: 118

Women: 102

Outcome Analysis:

TAO sent 2000 messages to their subscribers for an event.

Total attendees resulting from their text campaign: 220 = 11% return

Total Amount TAO earned from attendees obtained from their campaign:

Door Income: 118 Men Paying \$15 Reduced Admission Each = \$1770

Bar Income: 220 attendees average 2 drinks per person at average \$10 per drink = \$4400

Total Income = \$6170