

Scotchman Stores launch SMS Strategy to Drive Customer Engagement

SCOTCHMAN HOLDS
THE KEY TO YOUR
**HARLEY
DAVIDSON**

Photo May Not Represent Exact Make and Model

**SIMPLY TEXT
SCOTCHMAN
TO 90947**

- Special offers and coupons
- Automatically entered to win a Harley Davidson

or scan this QR code
to sign up for savings

Scotchman Stores gave customers the chance to win a Harley Davidson Motorcycle and receive special offers by texting SCOTCHMAN to 90947. The end result: the chain of convenience stores' SMS loyalty club grew to 4300 subscribers in nine weeks.

Mobile helped Scotchman parent the VPS Convenience Store Group create and deploy their mobile strategy, centering on a Mobile Loyalty Club. The intent of the program is to leverage SMS to help drive in store business and build a mobile database of Scotchman customers. The Mobile Loyalty Club, named the "Roving Scotchman," was launched with a Text to Win campaign, where customers could enter to win a Harley Davidson Motorcycle.

Key components of the marketing campaign included in store Point of Sale (Posters, pump toppers, & window banners), a social media strategy, radio ads, and live radio remotes at "Motorcycle Tour" stops to drive the promotion. PPM coded and installed a custom designed

Facebook application to the company page. Regular posts announcing the contest and the mobile loyalty club were made. On the contest launch date 9/4/12, the Scotchman Facebook page had 633 views and 1,152 unique views on their custom tab (*via Facebook analytics*). Additionally, Scotchman grew their "Likes" on their Facebook page by nearly 700 fans.

Scotchman Stores sent out three to four text messages per month to drive consumers in store. Offers were time sensitive, relevant, and actionable. Subscribed consumers were encouraged to "Like" the brand's Facebook page via an SMS message they received. For example, the message "Like Scotchman on Facebook to admire the Harley XL883N you could win! Don't drool on your screen ☺ www.bit.ly/Scotchman Text SCOTCHMAN STOP to opt out" resulted a 10% click through rate and added approximately 200 new Facebook fans within an hour (There were 481 total clicks tracked by bit.ly).

Going forward, Scotchman plans to send opted in users between two and four messages a month. Since the outcome of the contest was so successful, VPS Convenience Store Group plans to hold additional mobile contests for Scotchman and with other brands as well in the upcoming year.

Scotchman's Facebook Application & Promotion:

SCOTCHMAN

We hold the key to your
HARLEY DAVIDSON



Enter phone number below

- To be automatically entered to win
- Receive special offers and coupons

Photo may not represent exact motorcycle model

Messaging and data rates apply. You can opt-out or terminate the mobile service at any time by texting STOP to 90947. Rules available at www.scotchmanstores.com

Register

Phone:

Standard text messaging rates apply to each text message sent or received as provided in your wireless rate plan. Contact your carrier for pricing plans and details.

You can opt-out or terminate the mobile coupon service at any time by texting STOP to 90947. For help, text HELP to 90947.

When you click the Submit button below we will send a text message to your phone. To confirm that you received the message and that you will receive coupons, text YES to 90947.

Scotchman shared a link via HootSuite.
September 30

Tell your friends to join the Roving Scotchman Mobile Club for great deals and a chance to win a Harley! If they text the word SCOTCHMAN to 9-0-9-4-7 before 11 am on Monday they'll receive an offer for something FREE!!! And, as a member of our text club, so will you! ;) So share this status now! On a mobile device or tablet? Click this link: <http://a.pgtb.me/kvb93m>

VPS

a.pgtb.me

Like · Comment · Share

Johnathon Lewchuk likes this.

Johnathon Lewchuk

yeaaahhhhhhaaarleeeyydaavviddssoonnnnnn

September 30 at 4:27pm

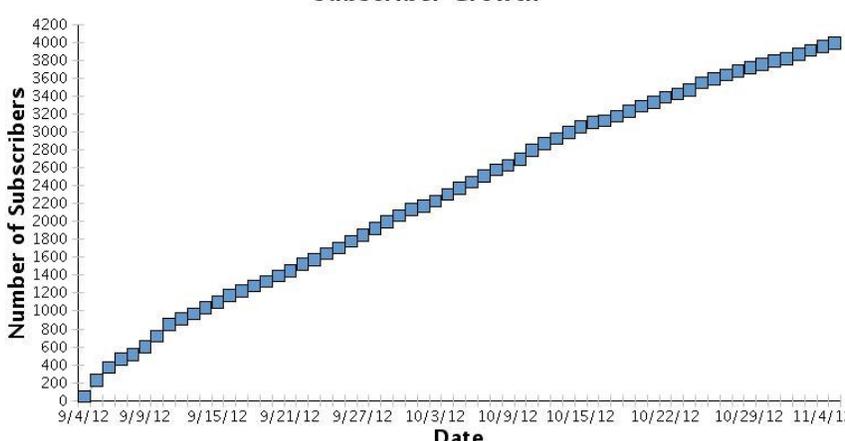
Johnathon Lewchuk yeaaaaahhhhscoootchmaannnn

September 30 at 4:28pm · 1

Campaigns Successful Mobile Track Record

Scotchman Stores
Subscriber Growth
For Keyword: scotchman
9/4/12 - 11/5/12

Subscriber Growth



| Date | Number of Subscribers (Approximate) |
|----------|-------------------------------------|
| 9/4/12 | 0 |
| 9/9/12 | 400 |
| 9/15/12 | 800 |
| 9/21/12 | 1200 |
| 9/27/12 | 1600 |
| 10/3/12 | 2000 |
| 10/9/12 | 2400 |
| 10/15/12 | 2800 |
| 10/22/12 | 3200 |
| 10/29/12 | 3600 |
| 11/4/12 | 4000 |

Nov 27, 2012 9:43 AM