



Grand Pearl Seafood Restaurant

MINI CASE STUDY · SMS FOR RESTAURANTS



SMS for Restaurants

The Client

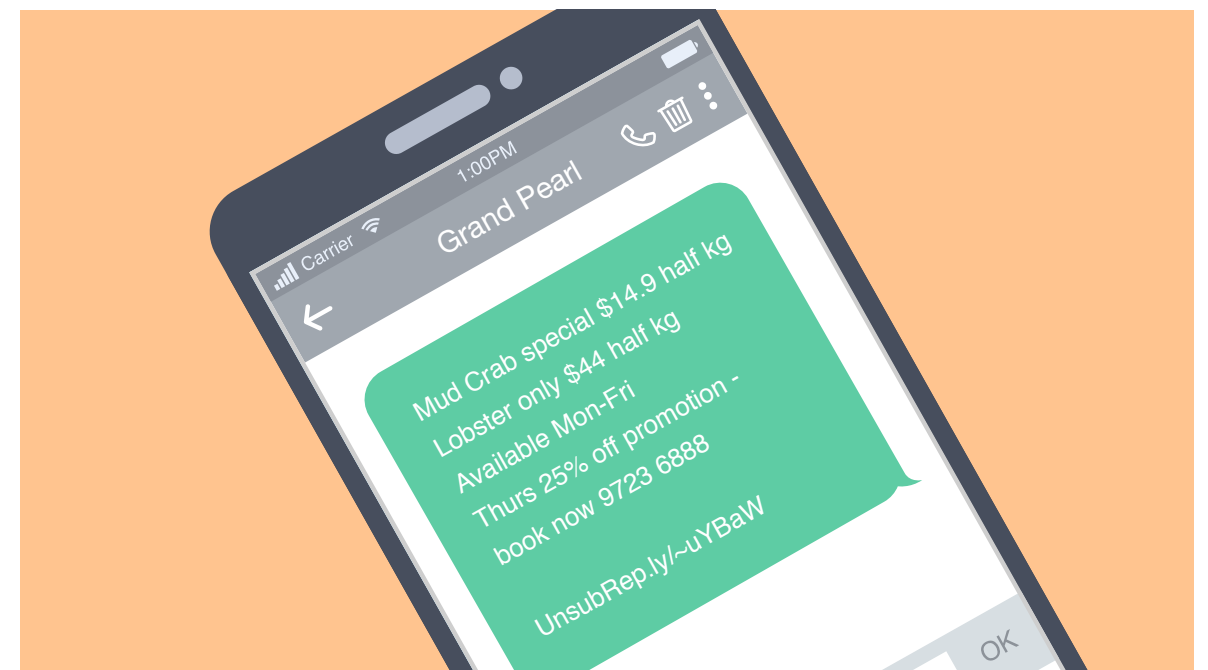
The **Grand Pearl Seafood Restaurant** is headlined by Master Chef - *Jack Ng*. They specialise in providing an exceptional dining experience with the freshest ingredients.

The Objective

It would be a shame to not have a taste of this Master Chef's creations. The Grand Pearl needed a way to get customers through their doors. Ideally, as fast as possible - since fresh ingredients don't have a long shelf life.

The Solution

SMS marketing was used to promote multiple meal specials and daily offers. All messages were sent with a prompt to make a reservation. To add branding to these messages, Grand Pearl used their business name as a custom sender ID. They also took advantage of a custom un-sub reply link, which allowed them to control the flow of how clients unsubscribe. Thus, shaping the overall user experience.





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helpdesk@burstsms.com

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