

Domino's[®]

Domino's Pizza

Here's a sample of how Domino's Pizza implements SMS

SMS for Restaurants

The Company

Domino's Pizza is a popular American pizza franchise. They are one of the most innovative companies in their industry, and are always looking for new ways to stand out.

The Objective

In order to keep Domino's on the minds of their hungry customers, they need to make ordering as easy as possible. That's why they have a GPS Driver Tracker, multiple mobile apps for every device, and an online ordering system. To stand out from the competition, they even have a robot named DRU on their delivery team. As one of the early adopters of SMS marketing, Domino's wanted to give their campaign a refresh. How could they make their SMS process even more simplistic?



SMS for Restaurants

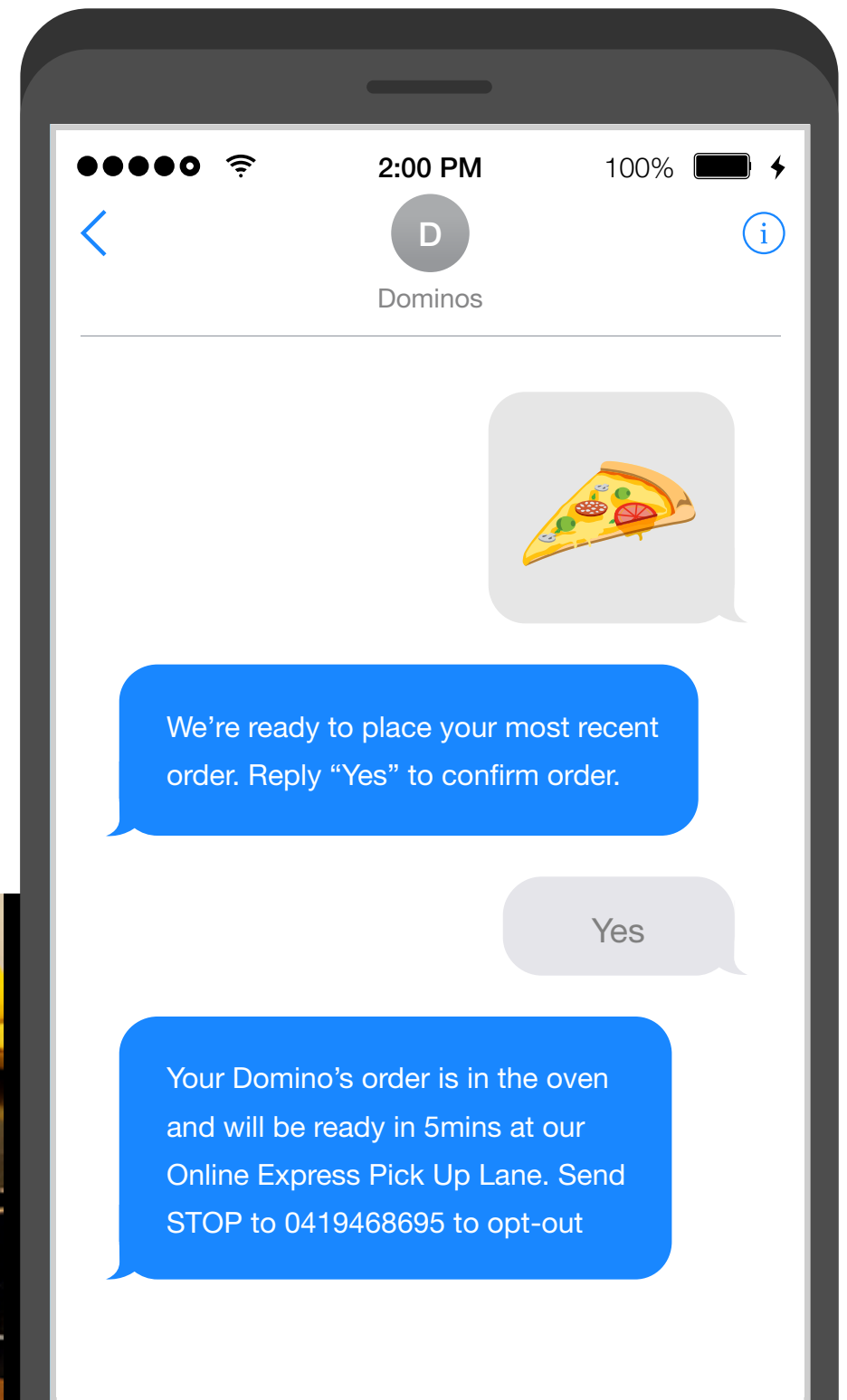
The Solution

What can be more simplistic than a text? The answer was: a **pizza emoji** of course! Emojis have never been more popular, and are now part of just about every conversation. It also fits perfectly with the fun and young Domino's loving demographic.

The Strategy

Domino's went all-in with this new SMS strategy, by placing the instructions directly on every single pizza box. The instructions were simple:

- 1) Sign-up to dominos.com.au. Place an order and save your preferred payment details.
- 2) Next time you're hungry. SMS the pizza emoji to 0448 366 466 to activate your last order.
- 3) You'll receive a text to confirm your order. Simply reply 'yes' to accept.





INSIDE DOMINO'S > TECHNOLOGY > SMS ORDERING

DOMINO'S SMS ORDERING

Place your Fast Favourite or most recent order using SMS*

SMS ORDERING

0448 366 466

Getting Started is easy

1. Sign up for a Domino's account and add your mobile number and payment method
2. Place an order online and save your preferred payment method
3. Next time you're hungry SMS 'Pizza' to 0448 366 466 to place your order

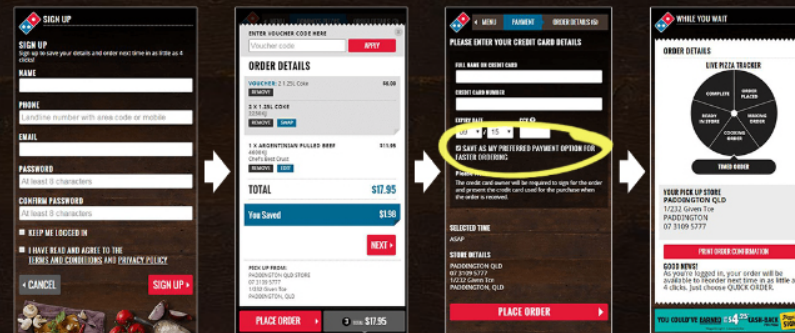


Sign up to get started

- Sign up for Domino's Quick Order
- Place your order
- Save your preferred payment option
- Complete your order and enjoy!

Now you're ready to SMS Domino's for faster and easier ordering.

[SIGN UP NOW!](#)



Try our new **SMS ORDERING** and get **30% OFF**
 Just SMS or PIZZA
 to **0448 366 466**
 get your favourite/last order.*

*If you've already saved your payment details you're good to go

*Conditions Apply. Selected stores only. Limited time only. Discount applies to the menu price order only. Excludes value range. Not valid with any other coupon or offer.





TRACK YOUR ORDER

LIVE PIZZA TRACKER



ESTIMATED PICKUP TIME

08:51 PM

ORDER DETAILS



PICKUP STORE

PYRMONT
212-214 Harris Street,
PYRMONT NSW
[02 8512 9070](tel:0285129070)

TOTAL

\$7.95

PAYMENT METHOD

Credit Card

1 X BANGERS & BEEF

\$7.95

5280KJ

Thin 'n' Crispy

Add Chilli Flakes , Add Oregano



TOTAL \$7.95

ESTIMATED PICKUP TIME: **08:51 PM**

★ RATE YOUR ORDER

