

Girl Friday Hospitality Solutions

Bar and pub marketing/promotions

Company Profile

Girl Friday Hospitality Solutions (GFHS) provides simple and cost effective solutions for marketing, promotions, brand development, event management and administration services for bars and pubs across NSW.

GFHS' mission is to offer these services with a sense of professionalism and providing cost effective solutions that provide a result driven outcome.

Business Scenario

For the marketing, promotions and event management component of their business, GFHS needed to use an effective marketing medium that gave them the following benefits:

- Cost effective
- Easy to use
- Would appeal to the pubs/bars patron demographic
- Real-time delivery
- Bulk broadcast in a single batch (save time)
- High response rate

The team at the GFHS found that SMS was the best marketing medium to use that would satisfy their needs.

Business Solution

directSMS' Web 2 SMS online service was ideal for the needs of GFHS. Being user friendly as well as providing bulk SMS functionality, the Web 2 SMS online service also offered an online address book that allowed the team at GFHS to keep track of patron databases for the bars/pubs they were promoting for.

GFHS service a number of bars and pubs in Sydney, including:

- Oatley Hotel
- Clovelly Hotel
- Churchills Sports
- Grand Hotel
- Zanzi Bar
- Endeavour Hotel

"I found directSMS so effective; we had a promotion on at one of our venues for state of origin. I sent the SMS off whilst on the phone to the hotel and a minute later my client started getting calls to the hotel with patrons making bookings. That is the most effective marketing I have ever witnessed"

Louise Uroda
Girl Friday Hospitality Solutions

Organisation



Website

www.girlfridaysolutions.com.au

Industry

Hospitality Management



directSMS: Customer Case Study

Benefits of Using SMS

SAVE TIME → The entire process of sending out bulk SMS takes only a matter of minutes. At times GFHS will send up to 2000 SMSs to patrons in a single batch. A small fraction of the time per patron compared with other marketing means.

FAR MORE COST EFFECTIVE THAN TRADITIONAL MARKETING → In comparison to print-based marketing and postage costs, SMS provides a far more cost effective solution. This means you can spend less money on your marketing and promotions and on other areas of your business.

IDEAL MARKETING MEDIUM FOR PATRON DEMOGRAPHIC → Given the demographic of most patrons, SMS is a great medium that suits their fast paced, mobile-oriented lifestyle that gives you instant reach and a high response rate.