



## Food Service Industry Case Study

### Restaurant Increased Patronage through Postcard Campaign

#### Introduction

Foley's Backstreet Grille is a restaurant that has been operating since 2005. The restaurant wanted to ensure continued customer loyalty and increase sales. A direct mail campaign that advertised a free dinner was created to show the company's appreciation to their customers. The campaign has generated a 55% response rate to date.

#### The Challenge

This neighborhood restaurant has a loyal customer base. They wanted a postcard campaign that would show their appreciation for their customers as well as increase future sales.

#### The Strategy

A postcard campaign was created with an offer for a free dinner during the recipient's birthday month. The postcard displayed an image of the restaurant.

Foley's Backstreet Grille has mailed about 800 postcards each month to a list of customers who provide their birthday on a comment card at the restaurant.

#### The Results

The birthday postcard campaign has seen a 55% response rate and has been considered a success by the restaurant. Foley's sales at the end of the month (the week leading up to the expiration of the birthday offer) are always much stronger

than the beginning of the month. Further, Foley noted that when a customer uses their free dinner birthday card they usually bring more than one other person with them, which supports the goal of increased sales.



Case Study Provided by [Direct Mail Marketing](#) Company:

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