Case Study: Midas

Increasing Midas Customer Loyalty

One text at a time

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Overview

Businesses like Midas rely on customer loyalty— about 60% of their business is attributed to repeat sales. Staying in touch with customers in between their car maintenance appointments is key to retaining top of mind brand awareness. But, customer communication preferences are changing, especially as millennials and Gen Z transition to becoming the household decision makers when it comes to spending in major categories, like car repair.

How can Midas locations across the country respond to the changing communication needs of their customers in a way that drives loyalty? That's exactly what Mike Mirski, who manages eight Illinois-based Midas locations, was grappling with.

His answer?

Mirski took a chance on text marketing that ended up bringing him a 200% return on investment. Here's what Mirski did that worked so well.

The Challenge

Mirski's legacy customer base is aging. While his Midas locations had previously relied on direct mailers and email to reach customers, Mirski found his emails only had a click through rate of about 5% — on a good day.

> "Because of the nature of our business we're only going to see customers every three to six months, depending on what their needs are. If we're only going to see them every three to six months, we need to keep finding more ways to keep in contact with our customers."
>
> **Mike Mirski**
> General Manager

He needed a marketing solution that was:

- ☑ **Easy to implement:** Mirski's attention is pulled in multiple directions throughout the work day. He wanted to try new marketing tactics but couldn't invest a lot of upfront time learning a new software. He needed a plug-and-play solution.

- ☑ **Scalable:** Mirski manages eight Midas locations, but he wanted a new marketing tactic that he could test with a small group of customers first before scaling up.

- ☑ **Trackable:** Using direct mailers for marketing had been a go-to for Mirski's Midas locations for years, but it was hard to measure accurate results. Mirski wanted to get a clear picture of how well his marketing was working so he could better understand where to deploy funds.

The Solution

Since Mirski had received marketing text messages himself, from companies he was interested in as a consumer, he knew how well they worked. He saw them as convenient and personalized. As a millennial he knew this type of marketing resonated with his demographic. Here's what happened when he implemented text marketing for his business:

✓ **Growing with success:** Mirski used a text message drip campaign at one Midas location and was quickly able to show positive results. "Once I saw how many people clicked it, I knew this works," said Mirski.

✓ **Expanding to loyalty programs:** After initial success, Mirski added loyalty programs to his basic text marketing campaigns. "We started with a very small package and as it grew we kept upgrading," Mirski said.

✓ **Straightforward:** Mirski was able to quickly create marketing assets such as coupons and flyers inside of SlickText, jumpstarting his text messaging campaigns with minimal internal resources. "I liked how easily SlickText created the marketing flyers, coupons, and they allowed the ability to opt-in. It made sense how everything was laid out in the platform. Those were unexpected features on top of the ability to quickly send mass text messages," he said.

✓ **Optimizing:** Mirski worked with SlickText to identify ways to optimize his campaigns. "Having a measurable call to action, different ways to word things (for tracking) and setting a expiration date for redemption to encourage our customers to take action quicker— Those are definitely some things that helped," he said.

The Results

Integrating text message marketing into their pre-existing strategy was a success for Midas. "With the data, it just shows that it works and that people are very active on their phone and are more willing to click through a text message than email. This is definitely the way to get in contact with customers nowadays, even more than email and Facebook," said Mirski.

Here's a look at what Midas has been able to accomplish with SlickText:

✓ **Multi-site adoption:** Midas expanded text marketing to eight locations managed by Mirski.

✓ **200% ROI:** "I've been running one to two campaigns a month," said Mirski, "With over 200% ROI on each message that I send out to our text list."

✓ **Increase click-through rate:** When Mirski was running email campaigns, his click-through rate was 5% — on a good day. With text message marketing his click-through rate jumped to 15%.

✓ **Trackable metrics:** Mirski can see exactly how many people make purchase decisions as a result of text messages using unique promo codes and link tracking. He can immediately see the revenue increase from each text message campaign.

> "As we grow our contact list, repeat customer loyalty keeps increasing and more people are clicking to redeem our offers. Seeing the numbers, such as how many people are viewing it, and then seeing the results—it's definitely an eye opener, a must for our business."
>
> Mike Mirski, General Manager

SlickText

SlickText is the leading text messaging platform. Since 2012, SlickText has turned text messaging into a major competitive advantage for companies. Today, over 177,000 customers across North America, including ESPN, American Cancer Society and FedEx, have used SlickText's award-winning software to drive relationships, leverage data, and get results. SlickText has been named a 2021 High Performer by G2 Crowd and is a former Technology Innovator of the Year. The company has dual headquarters in Jamestown, NY and Nashville, TN.

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