

# Text Advertising Software Summary – Goss RSVP

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**Overview:** Over the past year, the Campus Dining marketing department has been working with Goss RSVP ([www.gossrsvp.com](http://www.gossrsvp.com)) via Penny Bennett, GRC Department, to test the software. The software allows customers to develop campaigns, track, and manage everything through their online interface, which offers a quick and easy way to manage campaigns.

All text advertising promotions were programmed in basic text (for regular cell phones) and digital picture files with hyperlinks (for smart phones). Campus Dining used the Goss RSVP software to market various discounts, food items, promotions, and events. All customers who used the service opted into the service and Campus Dining has not received any negative feedback about the service from customers. Campus Dining did not partake in any two-way communications last fiscal year but plans to test this function this fiscal period.

The software service was used to promote various marketing and advertising campaigns to students, faculty, and staff at Cal Poly. During the first year of trial, the majority of users were undergraduate students. The primary marketing communications drivers to promote the software was done through several marketing mediums such as:

- Print Advertising (Mustang Daily)
- Digital Ads on Menu Boards
- Campus Dining Website
- \*Social Media Sites ([www.facebook.com/polydeals](http://www.facebook.com/polydeals))
- Print Flyers
- Print Posters/Signage
- Print Table Tents
- \*Faculty Incentive Programs
- \*Word of Mouth/Guerilla Marketing

\*denotes the most effective mediums for driving user interface of the software.

**Results:** The Goss RSVP software is proving to be an effective tool in promoting and communicating dining related information to customers, primarily students (ages 18-24). Redemption rates varied from 0.4 percent at the lower end to 79 percent. Variations in redemption rates may depend on factors such as messaging, marketing delivery medium, timing, and the actual offer. The web dashboard has been easy-to-use and the customer service from the support team at Goss RSVP has been very helpful and prompt with their support. Campus Dining would like to continue to use Goss RSVP's services and educate the public more about this technology.

Campus Dining is eager to use more of its diverse functions to better understand the marketing effectiveness in the market place. The marketing department is currently beta testing different digital advertising software and would like to continue to use Goss RSVP to offer downloadable text coupons. Further, the marketing department plans to run some geo-target test customers to specific venues by offering more limited time/blitz offers through the two-way communication function.

**Dashboard Report Summary:**

Note: the yellow highlighted fields are actual campaigns. The other campaigns were for testing and training purposes only.

Report Start Date: 9/1/09

Report End Date: 9/30/10

KEY: PL = Picture Link Views, MS = More Story Views, VL = Video Link Views, FC = Form Captures, FCS = Form Capture Submissions

Total Inbound	Total Outbound	Total MTs (Manual & Auto)	Total Subscribers (to date)	Total Inactive Subscribers (to date)
203	200	1	0	0

Campaign	Total Opt-ins (to date)	Total Inbound Msgs	Total Outbound Msgs	Total Delivery Failures	Total MTs (Manual & Auto)	Total Subscribers (to date)
0D4HPTJ	0	0	0	0	0	0
30M155J	0	0	0	0	0	0
4PY048N	0	0	0	0	0	0
6UEP84D	2	0	0	0	0	0
851B553	0	0	0	0	0	0
8OJ11EY	0	0	0	0	0	0
BAGEL01	3	0	0	0	0	0
BUS418	3	0	0	0	0	0
CE207	49	0	0	0	0	0
CE259	15	0	0	0	0	0
DEALS	25	0	0	0	0	0
DESIGN	12	0	0	0	0	0
PEETS1	6	0	0	0	0	0
POLYDEALS	71	0	0	0	0	0
YN	1	0	0	0	0	0

**Dashboard Report Details:** Listed below are more details about the text campaigns conducted last fiscal period.

Promo: BUS418

Offer: Buy 2 Korean tacos, get 1 Free at Curbside Grill. Show cashier for redemption. Expires 1/31/10.

The Campus Dining marketing department worked with a senior-level business class on various market research projects. As an incentive for working with dining, Campus Dining offered a text coupon to all students in the class. This coupon offered students a deal on tacos at one of our venues. This had a low redemption campaign, with only 3 redemptions out of 60 students.

Promo: CE207

Offer: Receive \$1 off your dinner order of \$5 or more at Curbside Grill! Expires 6/13/10.

A civil engineering faculty member is a big fan of the Curbside Grill Taco Truck talked fondly about his experiences when dining at this venue. Campus Dining created a unique incentive program just for Mr. Murphy and his class last spring, which turned out to be a successful campaign. Of the 67 students in the CE207 class, 53 coupons or 79% downloaded the coupon. Having a third-party advocate helps drive excitement and buy-in for promotion.

Promo: CE259

Offer: Receive \$1 off your dinner order of \$5 or more at Curbside Grill! Expires 6/13/10.

Campus Dining offered the same promotion to another one of Mr. Murphy's classes last spring. 60% or 15 of 25 students in this lab last spring downloaded the text coupons.

Promo: DEALS

This code "DEALS" was used several times over the course of the year for various promotions. Most of them were \$1 off combo deals or buy-one-get-one free offers.

Promo: DESIGN

Offer: Buy 2 Korean tacos, get 1 Free at Curbside Grill. Show cashier for redemption. Expires Feb 8.

The Campus Dining marketing department worked closely with some senior-level art and design classes last year developing marketing campaigns. 60% or 12 of 20 students in the class downloaded this text coupon.

Promo: POLYDEALS - 1000th Fan Give-a-way

Offer: You are entered into our drawing to win a Flip. The winner will be announced 5/3 on Facebook.

When the Campus Dining social media website (Facebook/PolyDeals) hit 1,000 fans in spring 2010, the organization did a fan give-a-way raffle event by offering a free flip video recorder to a random winner. 72 fans entered to win and the winner was selected using the random winner selection software and was notified via text using the software reply-back function.