

ZENREACH



Smart Marketing with Zenreach

La Palapas is using Zenreach to bring customers back.

Founded in 1981, Las Palapas offers delicious Mexican food to the San Antonio, Texas community. Gene Larson, a successful business owner of two other restaurant concepts, became a new franchisee in 2004 opening a single Las Palapas (LP) location at Leon Springs with his partner. While Gene was provided with training resources from the franchise, marketing at the store level was his individual responsibility. LP Leon Springs needed to quickly and efficiently build their customer database and cultivate customer loyalty turning new guests into long-time repeat customers.

“With Zenreach, we have collected thousands of our customers’ contact information without any effort through signups or fishbowls—and it’s happened seamlessly alongside our operations. The ability to capture and maintain our customer database with no input other than guests connecting to the WiFi is pretty remarkable.”

—GENE LARSEN, Franchise Owner

2,600+

Contacts Collected

4,100

Return Customers

15%

Walk-Through Rate™

The Challenge

Prior to finding Zenreach, LP Leon Springs had struggled to collect customer contact information. Gene reminisces, “There was no database, no outreach, and no time to think about marketing.” He lacked an efficient way to connect with his customers, run promotions, and spread the word about new menu items and happenings at the restaurant.

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The Solution

Gene plugged in his new Zenreach Access Point and instantly started collecting customer email addresses through a custom-branded WiFi portal. Las Palapas Leon Springs started building what Gene likes to call "his master file"— complete with visit history and demographic profiles including name, age, gender, and location. Using this data, Gene created customized smart messages that automatically reached out to his first time, lost, and loyal customers to bring customers back to the restaurant.



The Results

Within the first 30 days, Gene collected 250 new customer email addresses and has now grown that list to over 2,600 customers over the course of the year! Through automated smart messaging and targeted message blasts, LP Leon Springs boasts a 15% Walk-Through Rate™ equating to 4,100 customers returning as a result, with one campaign in particular driving record sales to their new Sunday brunch menu! Zenreach has changed the game for LP Leon Springs.

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