

Rogers & Hollands

Case Study in RETAIL

Creating Repeat Business with Mobile

Rogers & Hollands Jewelers was founded in 1910 and has grown from one location to eighty-seven throughout the Midwest. Their distinctive jingle: "Jewelry created for now and forever", is a staple on broadcast airwaves, and the company is regionally recognized as a leading purveyor of fine jewelry.

Rogers & Hollands sought to augment their traditional marketing and brand building activities by developing a communications channel through which they could regularly dialogue with customers to grow repeat business. They further hoped to expand appeal to a younger demographic, catching them early in their fine jewelry buying life-span. Mobile seemed like the perfect compliment to their current advertising, and a perfect fit for this new demographic.

Cellit's Solution

Cellit created the Rogers & Hollands Mobile Club, a semi-regular SMS communication channel. Members of the club receive 2-3 offers, messages or coupons a month that drive repeat business. Most importantly for Rogers & Hollands, the club targets a younger demo-graphic (those typically purchasing an engagement ring) and allows them to keep fine jewelry purchases top-of-mind.



Quick Facts

- Initial set of 16 launch stores
- 3,300 mobile subscribers in 4 months
- \$18,000+ in sales directly attributable to mobile



Results

Promoted through various in-store and out-of store print initiatives (as seen above), Rogers & Hollands provided an initial incentive that helped drive membership. In the first 2 months, membership swelled to over 1,300 participants and has grown steadily to now over 3,300.

Rogers & Hollands, so far, has tracked \$18,000+ in business directly back to their mobile club efforts. From an initial launch at 16 stores, the company continues to evaluate opportunities to expand their mobile program to the remainder of their locations.

