



Text **"Rollit"** to **39492**  
to receive delicious discounts!



## About Roll It

Roll It Sushi and Teriyaki is an authentic Japanese fast casual restaurant that combines fresh fish with high quality food. It was co-founded by James Kozono, who has more than 20 years of Japanese fine dining restaurant experience. The mission is to provide a quick-service dining experience with healthy eating at affordable prices and made-to-order menu items. Roll It Sushi and Teriyaki has three locations - The Citadel outlets, Newport Beach and West Covina.

## Why did Roll It Choose Sire?

"I have used every marketing solution out there including email, physical ads and mailers, and some SMS marketing solutions, **but none of them come close to Sire.** The ease of use of their platform along with the various templates that I was able to select and modify allowed me to reach out to my customers more effectively.

Once I started to use Sire, **within 3 months, we were able to increase our sales volume by over 25%!** It's so much better than any of the tools or services that I had used in the past!"

- James Kozono, Co-founder, Roll It Sushi and Teriyaki.

## Challenge:

Roll It Sushi and Teriyaki currently has 3 locations - Citadel, Newport Beach and West Covina. Their Citadel location has the highest sales volume due to the fact that it is located in a prime area with heavy foot traffic. However, the other two locations at Newport and West Covina are located in an area that has less foot traffic. The team at Newport Beach and West Covina have tried numerous marketing initiatives including social media, email marketing campaigns and mailers to create more awareness but unfortunately, none of them achieved much success and never generated the ROI for both locations.

## Solution:

After numerous marketing attempts to create awareness, James was searching for a more effective and affordable marketing solution and happened to come across siremobile.com. After signing up for a free account and trying out Sire's self service platform for several months, James was able to not only increase the awareness of his two locations, but also started to see more foot traffic leading to an increase in sales volume. James had used three of Sire's ready-to-use templates - "Rewards Signup", "Coupons" and "Offers" and used the keyword "Rollit" and Sire's short code "39492" to communicate with his customers. For example, on specific day when the restaurant was slow, using the Sire platform, James had sent a notification to all of his subscribers informing them of a 20% discount if they came into the restaurant between 11 ~ 12 pm. Within 5 mins of sending out the communication, James was able to see, in the Sire platform that his customers were opening the message and responding positively to the offer.

## Results:

Within three months of using Sire, Roll It started to see results. Discounts provided through coupons drew more traffic on slower days and sending out offers on new menu items drew even more traffic. Coupons and offers sent had a 94% response rate with 88% of them converting to a sale.

Roll It's SMS campaigns generated the buzz and awareness it needed to increase sales volume for its two locations. Within 3 months, the two locations started to see an increase in sales well above 25%. With no additional costs or investments in their marketing or technical team, Roll It was not only able to solve their marketing challenges but also achieved their ROI within 3 months.