



Success Story

How Fabio Viviani Hospitality Generated Over \$440k in 6 Months With SevenRooms' Text Marketing

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Texting is an instant — and intimate — way to reach customers. This is something Henry Kaminski, CMO of [Fabio Viviani Hospitality](#), knows firsthand.

As an early adopter of [SevenRooms' Text Marketing](#), Henry had high expectations. He hoped the new feature would help him connect with restaurant guests, enhance their experience and increase revenue.

While the hospitality group already used SevenRooms' [Email Marketing software](#), text messaging was a natural progression — and an effective one at that.

The team generated more than \$440,000 in revenue in just six months from their text marketing campaigns.

With remarkable results in such a short time, we knew we had to sit down with Henry to learn more. He shared how Fabio Viviani Hospitality is using text messaging to promote its venues and events — and his best tips for making it work for your brand, too.

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Henry was right about texts being hard to ignore — text marketing has an [average open rate of 98%](#).

"I'm thrilled because it means people are seeing our communications. And when reservations and revenue come with it, I know the campaigns are resonating with them, too."

Selling the house out, text by text

Henry notes that one of their first — and most successful — text campaigns was to promote Italian steakhouse LAGO's Easter brunch.

It wasn't long after pressing "send" that the hospitality group saw impressive results.

"Within an hour, \$5,800 came in. So, we did one more blast after that because we only had a few seats left. And you know what? We sold the house out. This brought revenue in before we even served our first brunch plate. It blew me away. Text messaging is powerful stuff!"

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As Henry says, "The team was extremely happy, and the event was a hit. Text marketing brought in a tremendous amount of revenue in a short period of time!"

After launching text marketing campaigns across his venues, Fabio Viviani Hospitality generated \$440,000 in revenue and brought in 5,726 guests in just six months.

Henry Kaminski's tips for successful text marketing

As a restaurant marketer with over 15 years of experience — and a natural talent for text marketing — we asked Henry to share his top tips for effective campaigns.

Choose the right platform

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separately. With SevenRooms' integrations, it's all in one place, which is so much easier to navigate. This saves me time, money and energy!"

Take the time to understand exactly who your guests are.

Understanding your audience is the first step to text marketing success. This is why Henry suggests going directly to the source for valuable insights around topic ideation and timing.

"To understand what matters most to our guests, we conduct surveys and analyze feedback through the SevenRooms platform. Then, we integrate that insight into our messaging. If we can understand what matters most to our guests, we can craft a message that resonates with them. It's a match made in heaven."

Henry notes that learning more about your audience will also help you get timing and frequency right, which can improve your ROI.

"When I first started, I was sending text messages and emails once a week, and that was way too much. So, we found a cadence of once a month for email and every two weeks for text. Immediately, we saw unsubscribes go way down. This cadence seems to be the



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readability and conversions.

"Keep your messaging as short and concise as possible — even if your platform doesn't restrict character count. Use images to make your texts stand out and include links to encourage reservations and event ticket purchases."

Use multichannel marketing to get more opt-ins

Henry believes a [multichannel opt-in strategy](#) is a must for text and [email sign-ups](#). After all, the more subscribers you have, the more opportunities to attract customers and drive revenue.

"Promote opt-ins from all different angles," Henry says. "We use [SevenRooms' reservation widget](#) to get more email and text sign-ups. We also cross-promoted text marketing via email and encouraged customers to sign up for SMS for more exclusive promotions."



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Measure your success

Knowing what works — and what doesn't — is the key to a successful long-term [text marketing strategy](#).

"One thing I absolutely love about SevenRooms is I'm able to track to the penny what was generated from each specific text message," Henry says. "It also shows bounce rates and unsubscribes. We're always going to get unsubscribes as we grow. It just comes with the territory. However, I see those numbers getting lower and lower as we get more comfortable with communicating with our guests!"

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Text marketing quickly became integral to Fabio Viviani Hospitality's marketing strategy. But it was the deep understanding of their audience that solidified their success. Knowing customers' preferences, behavior and demographics lets the hospitality group surprise and delight customers with every text.

By using a [text messaging platform](#) that integrates with [CRM](#), [email marketing](#) and [reputation management software](#), Henry and the team can collect and analyze guest data — and create tailored text campaigns that drive repeat business and revenue.

Ready to learn how SevenRooms' text marketing can help you boost the customer experience, loyalty and guest spending? [Book a demo today.](#)



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