

mobile text alerts

KASTLE'S KREATIONS USES MOBILE TEXT ALERTS TO INCREASE SALES

Beginning in 2011, Kastle's Kreations is a gourmet mobile cupcake truck serving Anchorage & Eagle River with cupcakes that are built to perfection.



Kastle's Kreations
A Customer Success Story

Kastle's Kreation's is a mobile food truck business specializing in gourmet cupcakes. They offer over 100 flavors (including the Lemon Rosemary Smoked Salmon Cupcake which won them season 9 of the hit Food Network show Cupcake Wars!). Their cupcakes are delicious and their menu rotates regularly.



The Challenge



As a mobile food truck, they travel between Anchorage, Eagle River, and Wasilla in Alaska. They needed a new way to communicate the location of the cupcake truck after experiencing issues with Facebook.

Facebook has a complex algorithm that determines which posts are shown prominently and which are not. As a result, businesses like Kastle's Kreation's were not getting the word out like they once were. They needed to adapt to a better communication method to get customers to their truck.

The Solution



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Owner Kastle Sorensen says,

“**Text Alerts helps us bridge the gap of people who are not on social media since that was our main way of communicating where the cupcake truck would be. Facebook changed its algorithm and it made it hard for people to see our content.**

They started using Mobile Text Alerts and found the texts to be extremely popular. Now they send texts to over 1000 customers. Kastle says,

“**Now people tell me the texts are ‘unhealthy’ for their diets since now they always know where we are! They said they love the texts and they definitely work!**

Kastle says, “My customers are receiving my texts and I’m seeing more customers as a result!”
Mobile Text Alerts has paid for itself by generating more revenue for Kastle’s Creations.

Recent Texts



Welcome text after signup:

“
Welcome to Kastle’s Kreations text alerts! Receive a FREE cupcake on your next visit! Opt-out by replying with the word ‘stop’ at any time

Location update text:

“
KK @ Bailey’s Furniture tomorrow, C St & Intl, 2-5pm. Click link for full menu details! <http://bit.ly/2GDCS4R> superbowl decor cupcakes!

Birthday promotion text:

“
Happy Birthday from Kastle’s Kreations! \$2 off 1/2doz or \$5 off 1doz during your birthday month! Must show ID & text to redeem

Birthday promotion text:

“
Wasilla today! Perfect Start across from SBS, 11am-3pm. Menu: <http://bit.ly/2FIFxZA> cupcakes & cookie dough inside Chevron Station in ER.

Contact Us

Ready to start texting your customers?

Sign up for a free trial account today

 mobile-text.alerts.com/signup



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