



Burgeon Beer Company Uses Text Messaging to Increase Customer Engagement & Boost Sales

About Burgeon Beer Company

Burgeon Beer Company is the result of three ambitious men with a passion to one day own and operate an influential craft brewery. Many years of planning, developing, and optimizing resources enabled them to turn their vision into a reality. With the help of family, friends, cohorts and many others they were able to BURGEON into the San Diego craft beer scene.



Objective

As a rising star in the San Diego craft brewery scene, Burgeon Beer Company was looking to reach a wider audience and expand their customer base. They saw an opportunity to leverage the popularity of social media and the convenience of text messaging as a way to communicate with existing and potential customers.

Solution

Burgeon partnered with Zingle to create a text messaging program that enabled customers to text in for business hours, directions, and text in the keyword "Join" to sign up for alerts whenever there is a new beer release. Customers that can't make it to the brewery can also text in the keyword "retail" to get a list of retail stores that carry Burgeon Beers.

Burgeon promoted their Zingle text number across their social media platforms.

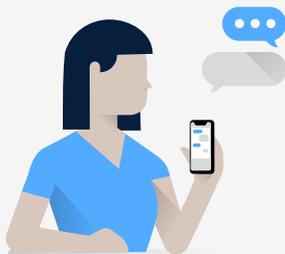
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“Zingle has enabled us to reach customers in a whole new way. By combining the reach of social media and the convenience of texting, we have increased visits to our brewery as well as sales in retail stores.”

- Matthew Zirpolo, Co-Founder/President

Burgeon Beer uses text messaging for:

- ⚠ Alerts for new releases
- 📍 Where to find Burgeon Beer in stores
- 🕒 Business Hours
- 📍 Directions
- 📄 Automate answers to common questions



Results

After promoting their text number on social media, Burgeon saw around a 40% response rate from people texting in for new beer notifications as well as inquiries for retail locations that sell Burgeon. This resulted in more customers coming into the brewery to get their hands on the newest brew as well as an influx of customers heading to retail stores to purchase Burgeon Beer.

40%

Response rate from customers texting in keywords



Increase in beer sales at the brewery and in retail stores

About Medallia Zingle

Medallia Zingle empowers businesses to engage, support and respond to customers in more meaningful and impactful ways. Zingle's customer engagement platform combines artificial intelligence and machine learning with workflow automation and mobile messaging, allowing brands to easily deliver exceptional customer experiences in real time. Leading brands across different verticals, including hospitality, food & beverage, retail, and more, use Zingle to increase efficiency, improve operations and delight their customers. Zingle is a division of Medallia, the pioneer and market leader in experience management. Find out more at zingle.com.

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