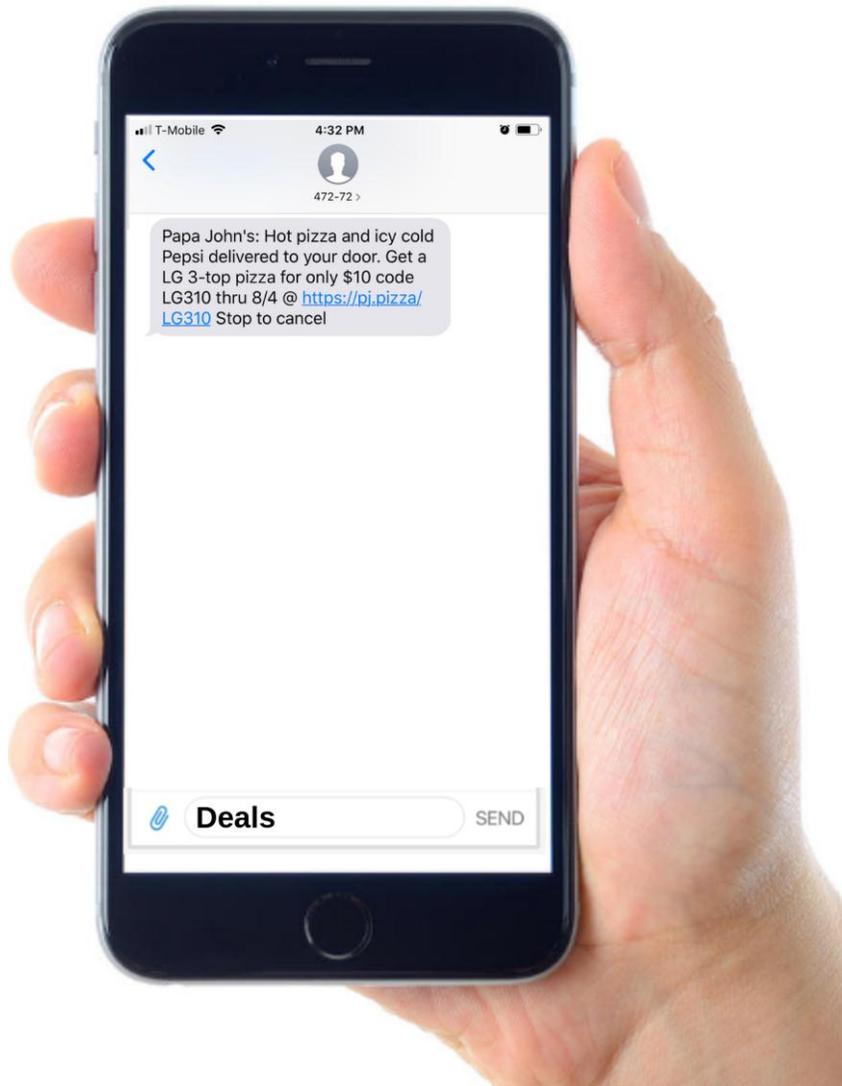


# **PAPA JOHN'S TEXT MESSAGE MARKETING TEMPLATE AND STRATEGY**

# PAPA JOHN'S TEXT MESSAGE MARKETING TEMPLATE & STRATEGY

Text the word  
**DEALS**  
to the phone number  
**47272**

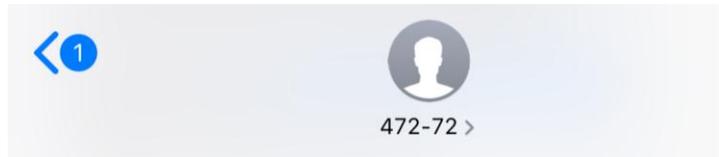


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AGENCY**

# HOLIDAY AND SPECIAL PROMOTIONS EXAMPLES

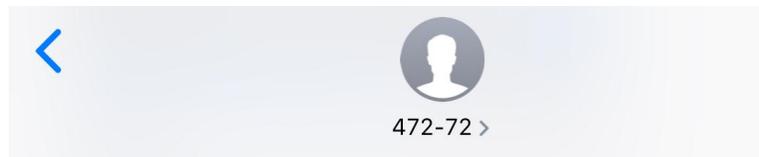
## ♥ Valentine's Day



Thu, Feb 14, 3:13 PM

Papa John's: Share the love. Get a Heart-Shaped Pizza & Dessert for \$16 w/ code: BEMINE thru 2/17 @ <https://pj.pizza/BEMINE> REPLY STOP to cancel.

## Pi Day



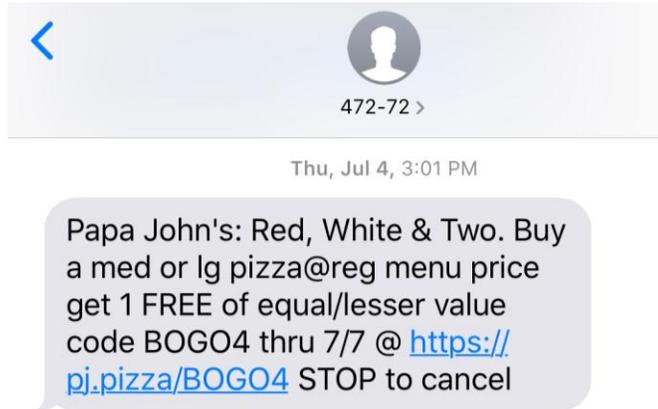
Thu, Mar 14, 3:43 PM

Papa John's: Pi Day: Buy one pizza at regular menu price get one FREE of equal or lesser value w/code: BOGOPI thru 3/14 @ <https://pj.pizza/PiDay> STOP to cancel

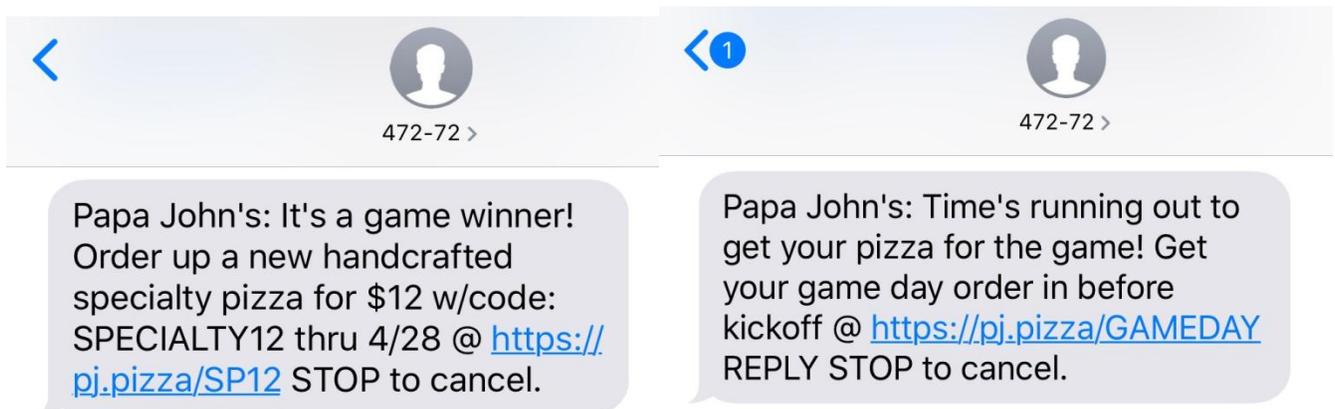
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## 4th of July examples



## Football Season

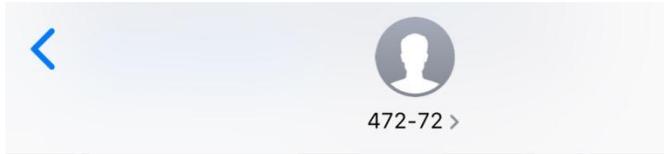


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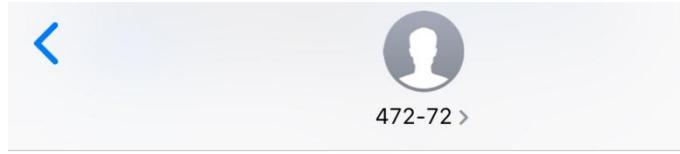


# PAPA JOHN'S WEEKLY TEXT EXAMPLES:

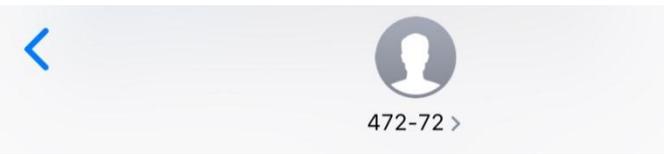
Sent weekly on Fridays at 4 pm.



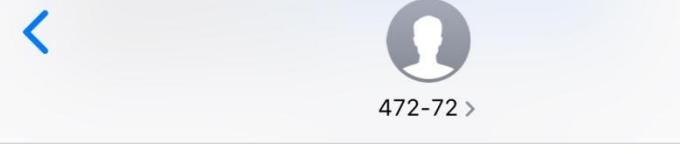
Papa John's: Hot pizza and icy cold Pepsi delivered to your door. Get a LG 3-top pizza for only \$10 code LG310 thru 8/4 @ <https://pj.pizza/LG310> Stop to cancel



Papa John's: Try Papa's Value Meals starting at just \$5 w/code: 5PAPA, 10PAPA, 15PAPA, 20PAPA thru 9/29 @ <https://pj.pizza/5PAPA> STOP to cancel.



Papa John's: Defeat your hunger with a Superhero XL 2-top pizza, \$12 w/code: SUPERHERO thru 8/4 @ <https://pj.pizza/SUPERHERO> STOP to cancel.



Papa John's: Get a large pizza with your choice of any toppings. Just \$10 w/code ANYLG10 thru 6/2 @ <https://pj.pizza/ANYLG10> STOP to cancel.

**Try it For Free**



# 7 ELEMENTS OF THE PAPA JOHN'S TEXT MESSAGE:

Papa John's: 2 large 2-topping pizzas  
for just \$8 each w/ code 2LG2R8 thru  
6/23 @ <https://pj.pizza/2LG2T8> STOP to cancel

Restaurant Name: the deal for just \$\_\_ each  
w/ promo code \_\_\_ thru DATE @[Online Ordering](#)  
[link](#) STOP to cancel

1. Start with the restaurant name so people know who the text is from!
2. The deal
3. The price "Just \$\_\_\_\_"
4. Promo code which is perfect for tracking results
5. Validation date. Usually 3 days after the text is sent  
"Thru \_\_\_\_"
6. Link to place the order. To your online ordering or app  
Customers can text the word STOP at any time and opt out of the weekly texts and deals

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# HOW DOES TEXT MESSAGE MARKETING WORK:

Simple! You need 3 things to succeed:

1. **A list of your customers phone numbers.**

Our team can help and export the phone numbers from your POS

2. **A Texting platform.**

The law requires businesses to use a 3rd party platform for email marketing and text message marketing. Why? Because the customer must be able to opt-out of receiving promotions at any time. Here at Making Dough Agency we can set up your sms compliant account in an hour.

3. **An effective weekly promotional system** to text your customers weekly, track the results and make some dough! Here at Making Dough Agency we have a proven system that works! We've sent over 1 MILLION texts in the last 5 years and we've been able to triple our pizzerias sales.

Our clients use our Quarterly Promotional System. We work with you to set it up, and automate the whole thing!

[Try it For Free](#)

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# IS IT COST EFFECTIVE?

How many unread texts do you have?

Text Messages have over 98% open rate.

If you send a text to your list of 1,000 phone numbers 998 people open and see your text! Social media, email marketing, mailers.. Nothing comes close to that.

Discount Name	Count	Discount Amount	Profitability
9) FTF 8/23 Thru 8/29	25	\$49.75	\$626.50

This is a screenshot of our last weeks text.

***We made \$626.50 in sales from only 25 redemptions in 1 week!***

**Try it For Free**

**MAKING  
DOUGH  
AGENCY**

# HOW MUCH TIME WILL IT TAKE TO MANAGE:

Less than 2 hours a quarter once it's set up!

We have 2 busy pizzerias with over 45 team members + 3 young children! We believe in systems and automation especially when it comes to money generating activities!

We will share with your our exact system that we've perfected in the last 5 years.

We set up our promotions once a quarter and automate it!

We'll show you how.



## HOW MUCH DOES IT COST?

You can try it for free. Just contact us and we will set up your first promotion for you so you make some dough!

After the free trial, if you'd like us to share with you our system and continue to work with us, it costs:

\$300 as your set up fee

\$25 for every 1,000 texts you send!

(980 opens per text!)

You can cancel anytime

Got nothing to lose friend.

Try it for free and see for yourself.

Got questions? Email us at [matt@MakingDoughShow.com](mailto:matt@MakingDoughShow.com)

**Try it For Free**

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DOUGH  
AGENCY**

**Hey friend,**

I know we are all super busy but it would mean the world if you'd please take a minute and let us know if this resource was helpful!

Your feedback will tell us we should continue to create more similar resources for ya.

Email us and let us know! We'd love to hear from YOU. [MakingDoughShow@Gmail.com](mailto:MakingDoughShow@Gmail.com)

Now let's get back to work and make some dough!

**You host,  
Hengam Stanfield**

Making Dough Show on:

Youtube <https://bit.ly/2PqyQQy>

Anchor <https://anchor.fm/makingdoughshow>

iTunes <https://apple.co/2E7IQMy>

