

7-2 Final Project Submission: Executive Summary

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Needs and Objectives: Overview of Jersey Mikes

Jersey Mikes is known to make the most delicious subs around. In 1956, Mike opened the first submarine shop in Point Pleasant, New Jersey. The very first shop was called Mike's Subs. Submarine sandwiches was a new type of food offered back in that time frame. Mike loved his business and getting to know customers by name and by what each customer's favorite sub was. This became their culture (Jersey Mike's Subs - About Us, n.d.).

Peter Cancro started working for Mike's Subs when he was fourteen years old. He learned the ins and the outs of the business. He fell in love with the business just as much as Mike. When Peter was seventeen, he found out that Mike was selling his shop, and he just knew that he wanted to buy it. He asked his football coach who was a banker if he would help him out, and his coach did (Jersey Mike's Subs - About Us, n.d.).

Peter married his wife Linda soon after high school. He and Linda opened up a few more shops. As time passed, they started seeing customers wanting to buy giant subs from Jersey Mikes so that they could take them back to the state they lived in, because they loved them so much. That's when Peter and Linda realized that it was time to expand and turn Mike's Subs into a franchise. It was important to them though, that Mike's Subs be remembered for what they stood for and where the first Mike's Subs was created. They then decided to call Mike's Sub, Jersey Mikes (Jersey Mike's Subs - About Us, n.d.).

Jersey Mikes currently has over 2000 locations. Peter Cancro is the CEO of Jersey Mike's Franchise Systems Inc. Everything about Jersey Mikes has stayed the same as it was. Jersey Mikes is known to use only the highest quality meats, fresh vegetables, premium cheeses,

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vinegar oil, spices, and freshly baked bread every day. With over 20 different subs to choose from hot and cold, wraps, cookies, drinks, and salads Jersey Mikes has something for everyone (Jersey Mike's Subs - About Us, n.d.).

Jersey Mike's uses many different types of marketing strategies. Some of these strategies include email, signage in the stadiums, sms messaging, loyalty programs, digital, and social media marketing (How Jersey Mike's Accelerated Digital Transformation with Twilio Segment, n.d.). They loan out their Jersey Mike's trailer to promote their business to singers and performers at live music events.

They also have chosen Danny DeVito a brand representative to bring awareness to their brand. They chose him because he is so funny and has always appealed to a wide group of ages. Some other marketing strategies Jersey Mikes uses is running campaigns. They are known for their Month of Giving campaign that takes place every March. They raise money for local charities.

They also have sponsored the Special Olympics USA Games in 2022. They signed a sponsorship with the NHL recently. This allows Jersey Mikes to be the only company that can promote their brand during the Stanley Cup playoffs. Jersey Mikes has also partnered with over a dozen NCAA schools in Power 5 conferences, Major League Baseball teams, and Esports organizations, and have over 50 Division 1 programs that they have partnered with in basketball and football (How Jersey Mike's Marketing Strategy Evolved to Include Danny DeVito, 2023).

The current presence of Jersey Mike's mobile marketing process is pronounced and competitive with other companies these days. Jersey Mikes publishes video content consistently

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through social platforms. Jersey Mikes has a user-friendly website. They have a mobile app-based ordering system in place. They offer promotions, and they have a well-established customer loyalty program in place. They even can interact with the consumer after the consumer has made a purchase. The data tracking program they use tracks what sandwich they had. This way they can send a personalized response and ask the customer how their club submarine sandwich was, if that's what they had for an example. (How Jersey Mike's Accelerated Digital Transformation with Twilio Segment, n.d.).

Needs and Objectives: Competitor

Jersey Mikes has many competitors. Some of Jersey Mike's closest competitors consist of Cousins Submarines Inc., Happy Joe's Pizza and Ice Cream Parlor Inc., Jerry's Systems Inc., Jet's America Inc., Jimmy John's Franchise, LLC., Subway IP LLC, etc. (Login, n.d.).

Subway is also competing with its competitor Jersey Mikes. Subway is also established in all of the mobile marketing channels as well. They utilize the same social platforms as Jersey Mikes. They also remain competitive in video content creation (Login, n.d.-b).

Mobile marketing gives Subway an advantage to allow them to remain competitive in the submarine sandwich industry. It allows Subway to leverage mobile marketing campaigns and send target promotions to their customers as well. They can also offer loyalty programs like Jersey Mikes.

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Needs and Objectives: Target

The consumer segment is between 22-55 years old; however, Jersey Mikes doesn't want to really focus on demographics. They want to make sandwiches for all age groups. They believe in having all age groups try their subs and think any customer is worth getting to know. The audience I will be targeting is sandwich enthusiasts, middle class, millennials.

The main characteristics of this age group is they are typically born around 1981 – 1996. Their age would range from 28-43 years old. They are curious, social, and great with technology. They like to feel connected and like flexibility in their work-life balance. They enjoy being with their family. I selected this generational group, because I have read reports showing that Jersey Mike's targeted audience is in their early 20's, but I feel they could definitely promote their business more to the millennial age group (Jersey Mike's Subs: Fresh Ingredient Strategy of a US Sandwich Start-up, 2023).

Needs and Objectives: Justify

Jersey Mikes definitely benefits from incorporating mobile marketing tactics to their marketing strategies. When Covid hit fast food chains were not ready for the impact that it caused. Many fast-food restaurants closed down due to Covid. Marketline reports in Jersey Mike's Analytical report that in 2021, many Subway restaurants had to shut down because they were not able to adapt to take out options versus dining in. Jersey Mike's was able to pull through, because they already had a solid online and mobile ordering platform. They also adapted fast and went to contactless payment options for their customers (Jersey Mike's Subs: Fresh Ingredient Strategy of a US Sandwich Start-up, 2023).

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Even though, Jersey Mikes already has well-established mobile marketing strategies implemented, it is still important for them to keep up with the evolving technologies, in order to remain competitive. Marketline indicates that it will be crucial for Jersey Mike's to focus on adaptability and being able to change seamlessly with the market conditions. They also have to remain focused on their customers and the service that they are providing for them. Customers want convenience, and quality. It is important that Jersey Mikes keeps up with marketing campaigns, and social media to gain new consumers and keep an open line of communication with them (Jersey Mike's Subs: Fresh Ingredient Strategy of a US Sandwich Start-up, 2023).

Mobile Marketing Tactics

To help with my company's short-term goals I need to establish some mobile marketing tactics that I feel will be effective. These tactics need to help Jersey Mikes increase their mobile downloads, grow their customer base, enhance their mobile application engagement, and improve their customer relationships by having real time communication. By moving forward with these new goals, I feel Jersey Mikes will see a higher ROI, while building a loyal customer base. The mobile marketing campaign for Jersey Mike's will encompass things such as:

- Augmented reality (AR)
- SMS Marketing
- Geofencing
- Push notifications
- QR Codes

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Tactics: Differentiate

Setting up Jersey Mike's new mobile marketing tactics will differentiate their company, but it will also allow them to compete and stay just as efficient as their competitors. The mobile marketing tactics that I put in place should give their customers more of a user interaction to their mobile platform. After doing research and studying Jersey Mike's competition these are the mobile marketing tactics I recommend and why I feel it will help them be different from their current competition.

Augmented reality (AR)

Augmented reality will be a nice touch to add to Jersey Mike's mobile marketing tactics. Subway is currently using AR for the customer to be able to look at their sub menu in a 3-dimensional view (QReal 3D, 2019). We are going to use augmented reality for other purposes. Our augmented reality will be used to get the consumer involved when placing their online orders. They will be able to build their sub by making it themselves using augmented reality. This will be a unique offering that no other sub place currently uses, and it's great for customers that like to game or be a part of the process. Currently the only place that offers this feature is Dominos (Pavlov, 2023).

The other way Jersey Mikes could use augmented reality is having the customers aim their camera at their food and rate it one to five stars. Their picture is uploaded to our fan page so that we can address any negative feedback in realtime to make it right. Jersey Mikes can also use augmented reality to offer customers personalized recommendations based on their preferences. This will enhance the overall customer experience. It will help customers try new sandwiches and help them step out of their comfort zone.

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SMS Marketing

SMS messaging will be used differently than most sub restaurants. One way I would like to use SMS messaging is to run photo contests to engage the customers. This could be taking a picture outside their favorite Jersey Mike's restaurant or eating their sub at their favorite place. I also would like to use it for customer feedback and see how they enjoyed their sub. Creating a personalized message that is tailored to what they actually ordered.

Geofencing

Geofencing would be a great addition to add to Jersey Mikes. We are going to use this so that when a customer places an order we can make their sub when we know they are five minutes away. This way their sub bun doesn't become soggy. It can be made fresh for them. We will also be able to walk their sub order out the door when they show up to our location. Versus the customer having to get onto their mobile application letting Jersey Mikes know they are at their location waiting for their sub order. Jersey Mikes will also be able to use geofencing so that they don't have to indicate what type of vehicle they are in. We will now be able to pinpoint the exact vehicle they are in by using their location.

Push Notifications

Companies are using push notifications for promotions, deals, and exclusives already. Jersey Mikes will send out personalized coupons for each customer once a month that will be placed in the customer's mobile application. The push notification will notify them when they are available. Customers will access these using the QR code that is assigned to each coupon.

The way I would like to differentiate our push notifications is by having the customer actually want to open it versus swiping it off their screen. Three times a month I would like to

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send out scratch off tickets where the customers can earn points towards free merchandise, and giveaways. This will add value and differentiate our company from others.

QR Codes

QR codes will be created unique to each customer. The customer can set up their profile and their favorite sub and the way they like it. If the customer enters the store and that is what they want to order they can just submit the QR code to Jersey Mikes and they can avoid waiting in the line with the rest of the customers. Their order will be printed off and made in the back right away. The sub will be brought out to the customer using their name in their profile.

Tactics: Mobile Presence

Augmented reality (AR)

Having augmented reality will help draw consumers in using their mobile application. Customers will enjoy interactively building their sub for pick up orders. They will be able to interact and build the sub to their preferences. They will be able to grab their choice of bread and add sauces, seasonings, vegetables, meats, and cheeses. Once they are done, they will be able to place their order. Jersey Mike's will be able to build the sub the way the customer would like. This will allow customers to interact more on Jersey Mike's mobile platform.

Along with this I would like to have sponsored competitions. This could be using influencers, or we could use a select few customers that compete. The idea around the contest will be who can build the best tasting sub using Jersey Mike's products that anyone has ever tasted. We could have live voting and stream it on our mobile platform. The winner will get a prize (e.g., cash, trip, gift card), and their sub will be placed on our menu named after them. This should also help maximize Jersey Mike's mobile presence.

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SMS Marketing

SMS messaging will be used to engage customers by asking customers how their sub was when they leave the restaurant. Currently this practice is in place at other sub restaurants. However, Jersey Mikes doesn't have this in place. This is a great opportunity to get customer feedback and interact with their consumer market (How Jersey Mike's Accelerated Digital Transformation with Twilio Segment, n.d.). People want to be heard, and I think this would be a great way to increase mobile presence.

Geofencing

Convenience is what people live by these days. Jersey Mike's would be able to run out curb side orders directly to the consumers without them having to get back onto their app to say I'm here. It would also allow Jersey Mikes to see how far away the customer is, so they know when to make their customer's sub. Cousin Subs already has this practice in place also so this would not be something new, but again it is the future and it's important to keep up with the technologies available to companies and utilize them.

Geofencing would also allow Jersey Mikes to be able to catch the consumer when they are driving nearby a Jersey Mike's location. This would allow Jersey Mikes to offer the customer a deal on a meal in realtime. This could potentially draw in more business for Jersey Mikes. Who doesn't love a good deal while they are in town? Not only that, but research also indicates with so many available options out their today people are having a hard time on deciding what to eat. By offering real time deal options this would help sway the customer to eat at Jersey Mikes (Scientists Uncover Why You Can't Decide What to Order for Lunch, n.d.).

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Push Notifications

I believe by reducing the overuse of push notifications it will actually increase our mobile use. I think currently people feel annoyed by notifications on their phone. Actually in 2019 52% of mobile users said they found them rather annoying (Why Users Mute Push Notifications - BuildFire, 2019). My goal here is to reduce the use but increase the engagement when they are actually sent. This is why I want to send out scratch off's where customers can earn merchandise or points. It will create excitement and build loyalty.

QR Codes

QR codes will make things easier for customers. No need to stand in line anymore. By having a quick ordering experience, it builds on convenience for the customer. The customer can pay on their mobile app. and submit their QR code. Jersey Mikes can enhance their performance by having staff in the back making online, mobile, and in store QR code orders only. This way customers can get their food fast.

Overall, I think all of these mobile tactics will help increase Jersey Mike's ROI with their current marketing strategies. These mobile tactics will help build customer loyalty and retention. Consumers enjoy convenience, this will help Jersey Mikes stay ahead of their competition.

Success Metrics: Explain

First, it's important to find the right type of software to use. There is a lot of software on the market these days, and each type of software has different features for monitoring and tracking marketing campaigns. Each type of software also has a steep monthly subscription plan too. The software programs listed down below come highly recommended from the Coursera staff (Staff, 2024). Some of the recommended software programs I could pay monthly for to monitor and measure the effectiveness of my mobile marketing campaigns could consist of:

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- Google Analytics
- Hubspot
- Sprout Social
- SEMRush
- Brandwatch
- Salesforce

It's important to understand what software meets my needs and what I can find that is affordable. Each software program has its own unique solutions to helping me measure, track, and analyze data for my marketing campaigns. The more expensive software programs you can subscribe to tend to offer more features, efficient results, and advice on how to improve my campaign to receive a higher ROI.

Google Analytics - is recommended for tracking website traffic.

Hubspot - is great to use to monitor customer lifecycle, analyze interactions, and compare conversion rates.

Sprout Social - has hashtag tracking tools and will help me analyze paid and organic searches separately. It also has nice features to analyze what my competitor's performance looks like so I can identify new opportunities.

SEMRush - can help me identify keywords locally and nationally to use. It also will give me recommendations on how to improve my campaigns.

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Brandwatch - can help me get real time alerts on threats on social media so I could respond right away and take care of the problem before it gets out of control. It also helps gather feedback from consumers and alerts you with new trends appearing.

Salesforce - helps reduce costs and gives you quick data perspectives and insights to help you make smart decisions for a better ROI.

(Staff, 2024)

Success Metrics: Tools

There are many digital tools that I can use to help collect data and analyze the performance of my mobile tactics. Some of the digital tools I would use and why I would use them to track and analyze my mobile marketing campaign consist of:

- **Bounce Rate** – This is important so we can tell the percentage of visitors who leave the page after viewing only that page, and never interact with anything on the page. Knowing these analytics can help us make the user experience, content, and ads more effective.
- **Conversion Rate** – this is an important digital tool to help indicate the users who made a purchase, subscribed to our service, or filled out a form with their information on it. If they are engaged, they will most likely convert increasing our revenue.
- **(CTR) clickthrough rate** – this will show all the users that clicked on our ads, links, and will provide us with the insight if our advertising is effective.

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- **Impressions** - go hand and hand with CTR. This will allow us to see how many times our ad is displayed and see the effectiveness of it. Then we can use CTR to see if people are actually clicking on the ads. A higher CTR will show us that our ads are effective, a lower CTR means we may have to change our ads to relate to our audience more.
- **Social Media engagement** – tracking shares, comments, tweets, mentions, and likes can help us understand if our customers are engaged with our company.
- **Content Performance** – is important to track to understand what videos, ads, photos, and posts that are ranking well. This will help when creating future campaigns and identifying trends.
- **Generated Leads**- collecting consumer data is important. If we offer discounts to provide us with their information such as their name, email, and phone number then this data can help us understand our target audience and we can tailor our content accordingly.
- **App Installs** – I would want to see how many people are downloading our mobile application to use it while on the go. It would show how well our customers enjoy the convenience of having the application.
- **User Engagement** – helps us understand how many screen views, interactions, and session time is spent by the user.
- **Retention Rate** – this will show us loyalty and overall happiness with our application. If the users are happy with the application, they will return repeatedly.

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- **Revenue** – determines if we are making a profit and can affect the choices, we make impacting our mobile strategies. It will show us revenue generated from advertising, sales, and subscriptions.
- **User Satisfaction** – hearing feedback from customers so we can improve our application for them.

(Dewhurst, 2024)

Success Metrics: Optimization

I will use the data that I collect from all of my digital tools to help make decisions and optimize my marketing campaign. Understanding how to interpret the data from each tool is crucial so that you can make changes to your marketing strategies to align with your audience interests, and your company's goals. By adjusting your strategies, it allows your marketing campaigns to be successful and will ultimately produce a higher ROI. These digital metric tools are all important in their own ways. When analyzing the effectiveness of my mobile marketing campaign I will use these metrics in the following ways:

- **Conversion Rates** - will help me be able to allocate resources more effectively.
- **Clickthrough Rate (CTR)** – will help me understand if my ads, content, and posts are effective. A higher CTR would indicate an effective result when regarding user engagement.
- **Impressions** – help monitor reach and exposure. It allows us to see if our targeting tactics and placement of content, ads, or posts strategies are working the way we would like them to.
- **Social Media Engagement** – this will allow us to see what our audience is interacting with. Or what they find interesting. This will also allow us to adjust our strategies.

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- **Content Performance** – I can adjust my strategies here also by evaluating what is appealing to the audience regarding videos, photos, and posts.
- **Generated Leads** – I will measure this so we can use different strategies to get more lead information so we can bring in more business by offering deals.
- **Attention rate** - will allow me to see how long my users are engaged with my content, posts, or ads. I will be able to adjust the lengths by watching for patterns and adjusting the times accordingly.
- **Revenue** – this information will allow me to be able to allocate the money to the content that is performing with the best results to bring in higher profits.
- **User Satisfaction**- knowing this will be able to allow me to improve their experience and eliminate the pain points to help retain my customers.
- **App Installs** – I can see what channels are creating the most installs so I can adjust accordingly.

(20+ Mobile Marketing Metrics & KPIs You Should Be Tracking | Vibes, n.d.)

Industry Standards and Regulations: Ethical

To remain ethical and follow standards and regulations its important to consider data privacy, security, fair practices, you must be transparent and clear, gain consent, avoid misleading or deceptive advertising tactics. You should be mindful of people with disabilities and make your campaign accessible to their needs. You must be careful as not to use stereotypes or anything that may be discriminative. Mobile users should be able to opt out and in your marketing campaign advertising. Some resources that can always be used to help ensure that ethical standards are being practice are ANA Guidelines for Ethical Business Practice: Mobile

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Marketing, FTC Mobile Marketing Guides, and Mobile Marketing Association (MMA) Global Code of Conduct.

Industry Standards and Regulations: Regulations

Regulations are important to follow during a mobile media campaign. You can find information regarding state and federal regulations through these resources International Association of Privacy Professionals (IAPP), Federal Trade Commission (FTC), and Electronic Privacy Information Center (EPIC). Some current federal and state regulations in place for mobile marketing campaigns consist of:

Digital Services Act (DSA): DSA took effect in 2023 forcing social media platforms to remove information that is inaccurate. DSA restricts any ads online targeted to a person's religion, ethnicity, or gender preference and will have them removed (Larrison, 2024).

California Consumer Privacy Rights: In 2018 California Consumer Privacy Rights Act was passed to give customers an option to not allow companies to share their personal information with other companies (Larrison, 2024).

CAN-SPAM Act: This allows consumers to opt out of emails and imposes penalties and violations on businesses who do not comply.

Children's Online Privacy Protection Act (COPPA): Companies may not collect any data without consent of a parent regarding children under 13 years old.

Telephone Consumer Protection Act (TCPA): Consumers must consent to allow marketers to send any communications. They also must have a way for consumers to opt out of the marketing communications. SMS messages can only be sent from 8 a.m. to 9 p.m.

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GDPR (General Data Protection Regulation): Acquiring personal data of people who reside in the European Union. You must have security measures in place, and it requires consent of the individuals, and the information must be transparent.

Industry Standards and Regulations: Compliance

In order to stay in compliance with state and federal regulations we will review the laws before starting our marketing campaign. We will also check with our campaign strategies over before executing them to make sure we are in compliance. I would also follow up with legal consultation just to double check that we are in line with current regulations. This would help avoid any violations that would result in fines.

Next Steps: Moving Forward

The long-term vision for my marketing campaign is to attain more customers. I want to do this by showing them through the personalized content that we create that Jersey Mikes is becoming more efficient to deliver them faster high-quality subs built the way they want them. We understand that people are busy, and convenience is a huge factor these days, and we want them to know that Jersey Mike's is going to do everything in their power to help them out. It's important to move forward with our mobile marketing campaign because:

1. It is much more cost effective than tv advertisement.
2. We can use location-based targeting so that we can offer deals to our customers if they are near one of Jersey Mike's locations. This could help us increase our sales.
3. We would be able to send messages instantly to our audience (Radavicius, 2024).
4. M-Commerce is the the majority of website traffic today.

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5. People are using it for convenience and purchasing food, clothing, banking, and paying bills online.
6. They also are enjoying personalized content.
7. 90% of all video views are on mobile devices. Watching videos on their phones prove to be the new trending preference (Team, 2023).

Next Steps: Expand Tactics

The next steps I would like to put in place on top of Jersey Mike's current mobile tactics is to add mobile geofencing. I think this would increase online sales and make things even more convenient for customers, so they don't have to pull out their app to say that they've arrived for their pickup order. The customers also wouldn't need to put in what type of car, suv, or truck they are sitting in. By tracking the customers location Jersey Mike's would know when to make the sub, so that the customer's sub buns aren't soggy when they pick them up. It also would help us understand Jersey Mike's customers better by being able to use localized analytics using local sales to measure, without having to use surveys (Mobile Geofencing - Bing, n.d.).

Augmented Reality (AR) Marketing is another tactic I would like to expand on with Jersey Mikes. Customers could create their own subs the way they like them (A List of Tactics, n.d.). We would be able to hold contests on building the most flavorful sub and engage the customers. We could give the customers a true real experience.

Mobile Gamification would also be another great tactic to add into our mobile marketing campaign (A List of Tactics, n.d.). We could create an interactive Jersey Mikes Sub game. You become the proud owner of a Jersey Mike's Sub restaurant; now how successful can you be?

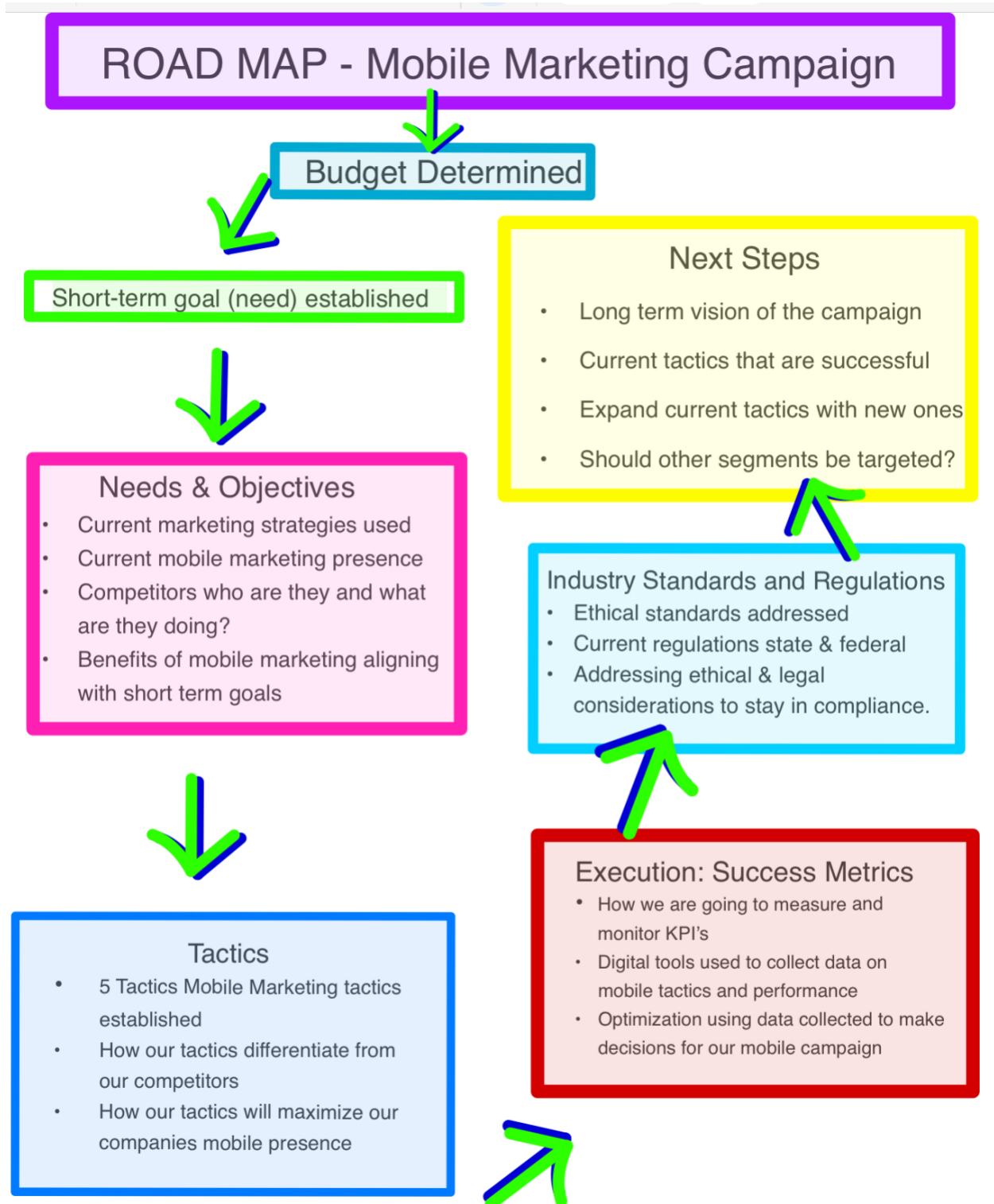
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The kids, and young adults would love this. We could also add marketing banners in the game advertising Jersey Mike's customer sub favorites.

I would use demographics, geographic, and behavioral segmentation to target my audience for Jersey Mikes. It's important to know your customers. Demographic and geographic segmentation are important to know in order to get an understanding of Jersey Mike's customer's age, gender, occupation, income, etc. Geographic is important when segmenting to see how far people are driving to eat at your restaurant. This could be important information if Jersey Mike's ever wants to expand into another town.

Behavioral is also a key segmentation to get a feel on what is working and what isn't. Knowing what customers are clicking on, viewing, visiting, and spending will give us an idea of what sells, or what our customers find interesting (From, 2024). I think along with these basic segments we should also track our customer's device type, cart abandonment, new customers, repeat customers, top purchasers, coupon lovers, and most viewed subs (A. E. C. Team, n.d.). All of these will help us build a better mobile marketing campaign. We will be able to create personalized content for our customers, and it will also allow us to understand what our customers love and want the most from Jersey Mikes. These are some of the segments I would recommend focusing on.

Roadmap



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