

Club Havana Uses Mobile Strategy for New Marketing Initiative

Irvine, California – August 29, 2011- Club Havana 134, a unique experience incorporating a cigar bar featuring a two story humidor with over 200 different cigars, intriguing tapas menu, wine tastings and relaxed ambience, has adopted a mobile strategy for a new marketing initiative.

“Club Havana 134 is for the people who want to come in and experience what we have, sit down and have a drink, smoke a cigar, and have some great food,” says owner Eric Batten. Having recently changed its name, Club Havana 134 wants to develop and maintain ongoing relationships with its customers and recognizes that these customers never leave home without their cell phones and that it’s a necessity to communicate with them in the most effective way possible.

Club Havana 134 has chosen TEGA Technologies URClients totally integrated text, email and voice mobile marketing software to enable Club Havana to deliver fully automated text messages to its customers with notifications about special events, wine tastings, cigar events and new menu items.

URClients makes it very easy to subscribe to this service by simply texting “Havana” to 31256 while Club Havana is promoting this service on its website and various social media channels, including its Facebook page.

TEGA Technologies revolutionized the mobile marketing industry with URClients, the world’s first totally integrated text, email and voice marketing software. Based in Irvine, California, TEGA leads the mobile marketing industry in innovation by automating on demand marketing campaigns based on specific customer interests for most industry verticals including hospitality, retail, non-profit, automotive, gaming, wellness and leisure.

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