

Trend Setting Retailer Uses Mobile Campaign to Increase Facebook Friends

Irvine, California – August 31, 2011- Trend setting retailer, Oolala! L.A. Boutique is using a mobile campaign to increase its Facebook friends as a unique way to facilitate the next stage growth of its business.

The Oolala! L.A. Boutique has captured the attention of fashion conscious consumers with its hip West Coast trends that follow the concept of opposites attracting and defining each other - where anything goes.

The Oolala! L.A. Boutique recognizes that the many of its fashion forward customers are active Facebook users and also never leave home without their cell phones. Their customers also prefer to receive text messaging over other methods of marketing communications.

Oolala! Is utilizing TEGA Technologies' URclients integrated text, email and voice mobile marketing software, specifically designed for retailers, to deliver fully automated text and email messages to its customers to visit their Facebook page and confirm they "Like" Oolala!.

Oolala! L.A. Boutique has reported a significant increase in visitors and "Likes" and will also utilize mobile marketing campaigns to deliver fully automated email and text messages to its customers with notifications about new merchandise arrivals, custom orders, special events, promotions and discount coupons.

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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