# GradeUs announces marketing program with Sonic

March 12, 2009

GradeUs, a mobile marketing firm founded by Freeman alums Greg Woolverton (BSM '85, MBA '89) and Rob Mouton (BSM '85, MBA/JD '89), recently completed a text-based mobile marketing program at 10 Sonic stores in southwestern Louisiana.

The campaign involved a customer satisfaction program which encouraged customers to grade their dining experience via text messaging and a "blast" marketing campaign which provided participating customers with coupons for free and discounted food also via text message. GradeUs provides mobile marketing and customer satisfaction solutions for restaurant clients seeking to connect with customers directly via their cell phones. In addition to offering customer satisfaction and mobile marketing campaigns, GradeUs offers real estate listing services, arena food ordering services and fast food ordering services, all via text message. Interested parties can test the GradeUs customer satisfaction campaign by texting the word "Sonic" to 59925 or by e-mailing Bernard Stolberg at mcginfo@cs.com.