signpost

Minuteman Press - Pompano Beach

We've always asked our customers to leave us reviews, but we've always had trouble getting those folks to follow through. Signpost's automated emails have been the key to making that happen—now we have more than 25. A new customer recently placed an order valuing $1,700 and when we asked how they found us they said they searched on Google and decided to call based on our 5-star rating!

- GLORIA, OWNER OF MINUTEMAN PRESS POMPANO BEACH

The Challenge

Minuteman Press locations are full-service design, print and marketing centers. While Minuteman Press has seen explosive growth, they wanted to centralize their marketing efforts and increase reviews, referrals, testimonials, new customers and repeat business.

Signpost Solution

Signpost was able to deliver on Minuteman Presses objectives due to its robust AI-driven CRM. Unlike other customer relationship management (CRM) platforms, Signpost automatically collects incoming phone and email information on-site to create detailed contact records. Signpost then uses these records and machine learning to generate reviews, NPS, feedback, and loyalty offers to the right prospects at the right time. This all-in-one solution ensures that brands are always in front of the right consumers and have their finger on the pulse of customer sentiment.

The Results

Feedback: Mia's email automation has driven 679 feedback responses, providing the business with valuable and actionable insights on their customers.

Reviews: Mia has generated 111 positive reviews for Minuteman Press - Pompano Beach, which not only improves their digital presence, but drives new customers into the business.

Offers: With over 36 offers claimed Minuteman Press had greatly increased their word-of-mouth marketing efforts.

Email Marketing: Targeted messages have prompted a 26% open rate which allowed them to regularly reach hundreds of potential customers.

SMS Marketing: With text message marketing, Minuteman Press engages with their customers 8x more effectively than email messages.

Find out how Signpost can help grow your business. Visit signpost.com or call (855) 606-4900.

Get started