signpost

Signarama of Carlsbad, CA

Using Signpost has really helped improve my online presence and that's what I notice most of all. The previous owner of this location had 4 Yelp reviews when I bought the store, and after signing up with Signpost nearly two years ago, we now have 74 positive reviews. These help keep me high on the page with organic searches. The feedback feature is nice too because you can address problems clients had before they post a bad review somewhere, whereas you may not have even known they were dissatisfied without it. All told, I have been very happy with the results I've seen using Signpost.

STEPHEN SHACKLETON, OWNER

The Challenge

Signarama locations are suppliers of custom-made signs, banners, and decals for buildings, vehicles, and more. While Signarama 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 Signarama's 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

Reviews: Signpost has generated 74 positive reviews for Signarama, which not only improves their digital presence, but drives new customers into the business.

Feedback: Email automation has driven 473 feedback responses, providing the business with valuable and actionable insights on their customers.

Offers: With over 106 offer claims, Signpost's intelligent, automated email communications have generated significant returns for Signarama.

Email Marketing: Targeted messages prompt a 31% open rate which allows Signarama to regularly reach hundreds of potential customers.

SMS Marketing: With text message marketing, Signarama 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