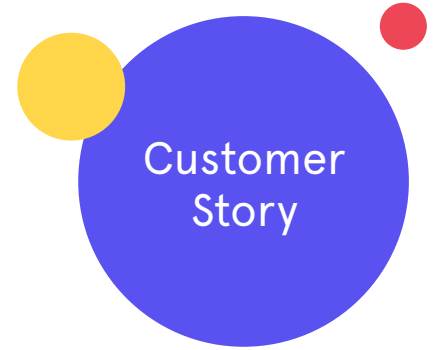


signpost



Minuteman Press

“Of all the digital marketing companies I've worked with to help promote my business, I've been most impressed with Signpost.”

KURT SCHMIDT, OWNER
MINUTEMAN PRESS MIDTOWN SACRAMENTO

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.

The Results

Reviews: Automated emails have delivered 29 positive reviews on Yelp and Google+ which has increased brand awareness and generated new customer traffic.

Referrals: With over 20 offers claimed and 5 referrals, 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.

Contacts: Signpost's smart customer relationship management (CRM) system automatically collected over 4,100 customer profiles for targeted marketing efforts.

Signpost Solution

Signpost was able to deliver on the Minuteman Press (Pompano Beach) location's objectives due to the robust automation engine. Unlike other marketing platforms, Signpost automatically collects incoming phone and email information to create detailed contact records. The contact records are then emailed review, referral, feedback, and loyalty offers, automatically. The all-in-one solution ensures that your brand is always in front of the right consumers and keeps them coming back.

Find out how Signpost can help grow your business. Visit signpost.com/national-brands or call (877) 334-2837

Get started