

signpost



Customer
Story

Painting with a Twist

"Signpost is an extremely affordable and well thought out CRM (Customer Relationship Management) system that automatically captures customer data through their interactions with our company. Overall, I am very happy with their service and the results we have achieved."

MIHIR PARANJAPE, OWNER
PAINTING WITH A TWIST EVANSVILLE

The Challenge

Painting with a Twist, Entrepreneur Magazine's #1 Ranked Franchise, is enjoying incredible growth. With over 2 million customers at over 229 locations their unique concept pairs instructional art with friends. With each location growing in popularity, they needed a comprehensive system to help them get found, automatically capture their customer data (by location) and a way to remarket to that customer base to keep them coming back. These were particular challenges for the Painting with a Twist Evansville location and they looked to Signpost to solve them.

The Results

Signpost's automated marketing engine increased revenue for Painting with a Twist (Evansville) and allows them to focus their time on their business. Here's how:

Reviews: Automated emails significantly increased 5-star reviews on major review sites which is generating brand awareness and new customer traffic.

Referrals: Automated offers encouraged 23 referrals resulting in new business.

Email & SMS Marketing: Over 7,000 targeted messages with a 35% open rate allows them to regularly reach thousands of potential customers.

Contacts: Signpost's smart customer relationship management (CRM) system automatically collected over 2,200 customer profiles for targeted marketing efforts.

Signpost Solution

Signpost was able to deliver on Painting with a Twist's (Evansville) objectives through the robust automation engine which powers the technology. Unlike other marketing platforms, Signpost automatically collects incoming phone and email data 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