

SIGN★A★RAMA® **WHERE THE WORLD GOES FOR SIGNS**

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Partner at a Glance

Name: Sign-A-Rama

Location: Buford, GA

Services Provided: Full-service sign center (graphics, trade show displays, lettering, etc.)

In Business Since: 2000

Franchise Partner Since: 2009

List Size: 2500+

EMAIL MARKETING WITH CONSTANT CONTACT A “SIGN OF THE TIMES” FOR SIGN-A-RAMA

Sign-A-Rama in Buford, Georgia, is part of an 850-store network “where the world goes for signs.” One of 25 such franchises in the Atlanta area, the Buford Sign-A-Rama is a full-service sign center providing customers with everything from banners and window graphics to truck lettering and trade show displays. Owned and operated since 2000 by Nancy and Gary Rosenberg, the Buford Sign-A-Rama is one of the franchise’s top performers and a market leader for signage in the Atlanta area. It also offers some services not available at all Sign-A-Ramas.

According to Nancy Rosenberg, this distinction is critical to the success of her business. “Our customers sometimes think they can go into any of the franchises and get me and the services we offer. We want our customers to understand that not all Sign-A-Ramas are the same.”

That’s where Constant Contact comes in. The Rosenbergs use the email marketing service to keep in touch with customers and promote the Buford store’s unique services. “When we sent our first Constant Contact mailing, including information about the services we offer, many of our customers said, ‘I didn’t know you do that!’ Constant Contact helps us actively stay in front of our customers every month.”



Sign-A-Rama

CHALLENGE: Managing Marketing and a Small Business

“As many small-business owners know, you sometimes have to leave a lot of new business ‘on the table’ because you are so busy that you don’t have time to pursue it,” Nancy says. Her store is busy all the time. Although she sends thank you notes and hands out promotional items (e.g. pens, coffee mugs) to her customers, Nancy didn’t have time for consistent, regular marketing until she started using Constant Contact. “If my clients weren’t actually in my store, I had no way to communicate with them,” she says.

The Rosenbergs had tried print advertising, but found the cost prohibitive — with little return on their investment. “Advertising in the Yellow Pages is like paying a small mortgage,” Nancy says. “And no one ever tells us they heard about us through the Yellow Pages.”

The Rosenbergs had heard of email marketing but didn’t know much about it. Then they saw Constant Contact give a presentation at Sign-A-Rama’s annual convention in July, 2009; Sign-A-Rama is a member of Constant Contact’s Franchise Business Partner program. “The Constant Contact representative made it look so easy, we put it on our ‘to do’ list right away when we got home,” Nancy recalls. By September 15th, the Rosenbergs had sent their first e-newsletter to the 2500 people on their customer list. They have never looked back. “We are currently working on our next issue and have a plan to send one out monthly. That first newsletter was the easiest, most cost-effective thing in the world,” Nancy says.

BUSINESS PARTNER PROGRAM ADVANTAGES: Customization and enhanced customer trust in a tough economy

Nancy used that first newsletter to inform clients about her store’s services, promote specialty items, and feature sales and marketing tips. She designed her newsletter using the template provided by Sign-A-Rama’s corporate office but was able to “tweak” the design to fit her own franchise’s personality. “I didn’t want there to be any customer confusion between Buford and other Sign-A-Ramas stores. I love the fact that Sign-A-Rama gave me the ‘shell’ that I could then customize for my own location. It’s a fabulous solution for franchises!” she says.

Nancy also loves Constant Contact’s tracking features. After sending out the newsletter, Nancy was excited to be able to see how many people opened and read it. “We had very few ‘unsubscribes’ and most customers clicked-through to our articles. I was amazed,” Nancy says.

Because most of her business is based on personal referrals, Nancy also appreciates Constant Contact’s “Forward to a Friend” capability. “We treat our clients well and they are very loyal. So referrals mean a lot to us, and Constant Contact makes referrals easy.”

Nancy feels email marketing with Constant Contact also builds trust with her customers. “In this economy, everything is shaky, and many sign businesses are going under. Our customers are worried about their files, that we won’t be here to serve them in the future. Our email newsletter shows them we have upped our marketing efforts, that we aren’t going anywhere, that Sign-A-Rama is a vibrant business,” Nancy says.



Sign-A-Rama

RESULTS: Quick ROI a good sign for Sign-A-Rama

Very vibrant, in fact. The Buford Sign-A-Rama has grown every year since the Rosenbergs purchased the business, and Nancy has already reaped big rewards from Constant Contact — even though she's only used the service for a few months! Within two hours of sending her very first e-newsletter in September, the company received a \$5,000 order from an inactive client. "Can you say 'huge profit?'" Nancy exclaims. "Constant Contact immediately became a huge asset for us."

In addition to these very fast and tangible results, Nancy has received a great deal of positive feedback about her first e-newsletter. Business owners in her networking group commented on its professionalism and relevance; many customers — from soccer moms to small business owners — told Nancy they found something entertaining or valuable in its content.

"I was blown away by the response," she says. "The fact that people took the time to read what I sent and to give me their feedback was wonderful."

Nancy considers her early experience with Constant Contact so successful that she is quick to recommend it to other Sign-A-Ramas in her area and to help them get started. "We want the Sign-A-Rama brand to thrive, and Constant Contact helps us do that. It helps us build our brand and makes all of us look good," she says.

TIPS FOR OTHER FRANCHISE PARTNERS:

If you are a franchise-based business, consider implementing Constant Contact for your franchisees; if you are a franchise business, ask your corporate office to become a member of Constant Contact's Franchise Partner Program. Our email marketing solutions give franchisors the ability to maintain brand control on their email marketing, while offering franchisees the ability to localize content with a simple, template-driven system.

Franchise-based businesses can:

- Leverage Constant Contact to develop a customized roll out plan that can include webinar training, support materials, and participation at annual conferences.
- Create content for their franchises to use "as is" or to customize as needed.
- Monitor participation and usage by the franchisees, as well as receive aggregated reporting statistics on their email campaigns.
- Take advantage of Constant Contact's dedicated on-boarding specialist for your franchisees.
- Have access to Constant Contact's unlimited, free support delivered by our award-winning Customer Service Team.