Email Marketing Keeps Printing Services
Top-of-Mind for PostNet Customers

Company

Steven Greenbaum and Brian Spindel launched the PostNet franchise program in 1993. Since then, PostNet has grown to nearly 400 locally owned and operated Neighborhood Business Centers across the United States, providing design, print, copy and shipping services for businesses and busy consumers. Their focus is on providing convenient services with exceptional customer service.

Problem

PostNet was looking for an email marketing solution that would allow its corporate headquarters to manage e-mail templates for consistent branding, but allow its franchises to manage campaigns and customize the emails as necessary. They also wanted something that made it easy for franchises to communicate with their existing customers out of their point-of-sale customer database.

Solution

Swiftpage built an integration, similar to their integrations in ACT! by Sage, Saleslogix, SageCRM, Outlook and Excel, for PostNet's point-of-sale software. PostNet headquarters now has the ability to control the email templates, building and uploading them for the franchisees to use. They also have a global overview of all of the accounts, which allows them to track how franchisees are using Swiftpage as well as the effectiveness of their efforts.

As a resource for franchisees, PostNet also created a guide to email marketing. The guide includes tips on how often to send emails, effective subject lines and best practices on adding offers and personal messages within the email.

Results

So far, email marketing is paying off as a customer-relationship management tool for PostNet. When first introducing Swiftpage email marketing services, they selected a few franchisees to pilot the program. A franchisee in Michigan sent out her first two emails, with service information and offers, and almost immediately received several orders for business card printing job. Other stores reported receiving responses from customers thanking them for the information.

PostNet has 45 stores with Swiftpage accounts. The franchisees appreciate the easy-to-use reporting tools – especially the call lists – and the POS integration. They like that they don't have to worry about managing email addresses and opt-ins separately, allowing them to utilize email marketing to its fullest.

To learn more about PostNet, visit www.postnet.com

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