

## **Small Businesses Reap the Rewards of Putting the Customer First**

*PostNet proves that personal service attracts more customers, even in a recession*

**Denver, CO (April 2010)** – Can simply telling your customers that you appreciate them increase sales and ticket counts? Even in an economy where people are spending less, it's a small-business marketing strategy that's working for PostNet.

PostNet, a network of more than 350 locally owned and operated neighborhood business centers across the U.S., recently wrapped up a multi-channel marketing promotion designed to thank its loyal customers and showcase the company's unique selling points to prospective customers. Launched in February, PostNet's third annual We Love Our Customers promotion included online and social media marketing, direct mail and local store-level activities, such as email marketing, customer-relationship management (CRM) activities, networking and sales visits.

As a result of the promotion, PostNet saw the highest ticket counts on average since April of 2009. System-wide sales for February were the best since Sept 2009 (excluding December, which is a heavy shipping month for the company). Comparing January 2010 to February 2010, average ticket count per day was up 10.5%, and average store sales were up 5.4%.

"Our goal is to make our customers' business and life easier - not just sell printing services and shipping services," says Leslie Goldman, PostNet Creative Director. "This promotion is a chance for us to showcase our personal, consultative service, which sets us apart from competitors like The UPS Store and FedEx Office."

Goldman added that the company also uses the promotion to find out why people love working with their local PostNet. The centerpiece of the promotion is the "My PostNet Loves Me" contest, in which customers nominate their store for outstanding customer service. More than 670 nominations were submitted this year, and the five winning stories are featured on [PostNet.com](http://PostNet.com). The winning stores and customers receive gift cards for their efforts.

The contest and promotion also gave a boost to PostNet's social media marketing efforts. PostNet's fan base on Facebook increased from 50 to 700 in the first two weeks of the promotion, and fans even started posting their own testimonials on the [PostNet page](#).

"The stories we received this year show the impact our PostNet stores are having on the small business owners they support in their communities," said Goldman. "Their professional expertise and can-do attitude with graphic design, printing marketing materials, copying and shipping have turned these stores into integral parts of their customers' businesses and lives."

### **PostNet Contest Results**

The grand prize winner is **PostNet MN114 in St. Paul, Minnesota**, and customer Pete Mayer, who nominated his store after their work designing and printing several key pieces for a high-end industry event the sales manager planned for his client. The team at MN114 produced custom invitations, literature, name tags and other collateral that won rave reviews from the VIPs Mayer needed to impress. As he says in his nomination, "Through the entire process, the PostNet team was extremely patient with all of my requests and thorough in answering all of my questions. They actually made this intense process fun and exciting."

Four additional customers and the PostNet stores they nominated were selected as finalists.

- **SC114 in Mount Pleasant, SC** – The owner of a printing business relies on this PostNet to fulfill many of his customers' orders so he can focus on sales. He was particularly pleased with one job that his PostNet team proofed, printed, folded, boxed and shipped on his behalf in a matter of hours.
- **FL102 in Panama City Beach, FL** – A candidate for City Council (who later won his election!) depends on his PostNet team for the design and printing of all his campaign materials. Using creative designs, color printing and quality paper stock, this store has produced invitations, letters, business cards and more at tremendous value without sacrificing quality.
- **AZ144 in Surprise, AZ** – A charity newsletter has come to life with the help of this PostNet team and their can-do attitude and handling the design and artwork, as well as the labeling and sorting. The new and improved bulletin even won a National Award of Excellence from the charity.
- **CO111 in Lafayette, CO** – International non-profit ISSSEEM has come to rely on this PostNet team as an extension of its staff, working to produce a journal, magazine and a large annual conference. With a combination of personal attention and professional expertise, this store's team is a trusted source for planning and executing amid critical deadlines.

“Successful small-business marketing means using your resources wisely,” said Goldman. “This promotion proved that’s true, both for our customers and for our PostNet franchises.”

#### **About PostNet**

Founded in 1993, Denver-based PostNet has more than 850 locations worldwide, including nearly 400 in the United States. Each locally owned and operated PostNet Neighborhood Business Center specializes in meeting the design, printing, copying and shipping needs of businesses and busy consumers, with a focus on exceptional, personal customer service. PostNet centers offer full-service digital printing; full- and self-service copying; document binding and finishing; and services like graphic design, computer rental stations, private mailbox rentals and more. They also offer expert packaging services and shipping with UPS, FedEx, DHL and the U.S. Postal Service. For more information, visit [www.postnet.com](http://www.postnet.com). To learn about PostNet franchise opportunities, call 800-338-7401 or visit [www.postnetfranchise.com](http://www.postnetfranchise.com).

###