

CASE STUDY:

Custom Promo Production Company Puts a Pop! in Their Marketing Strategy With Sugar Market



Pop Promos
poppromos.com

Pop! Promos Increases Marketing Results With Sugar Market



Pop! Promos creates fan gear and swag from scratch, Pantone matching the exact color needed for a product. The Pantone matching allows for all of their gear to be fully customizable, with countless options to choose from. Pop! Promos originally started with two entrepreneurs manufacturing custom sunglasses out of their apartment and has grown to its second office space with 25 employees, and a product line that goes well beyond sunglasses, earning themselves the title of the fastest growing company in Philadelphia.

The Story

Pop! Promos started in 2011 as two college students selling custom sunglasses out of their apartment. Their first weekend in business, they made \$20,000 selling 2,000 pairs of sunglasses. After their first success, they began selling glasses to several different offices on college campus and continued to delve into creating other custom, promotional products from scratch. At the time, they were a two person company, using Mailchimp's email marketing services as a main part of their marketing outreach strategy. Fast forward five years, a new office in Philadelphia, 25 employees and one rapidly growing customer base later, Pop! Promos realized how time consuming email marketing alone was. Because they built most of their CRM to track customers and leads, the team needed a more efficient way to segment people into lists. How could they do this? Marketing Automation.

The team at Sugar Market was able to show Pop! Promos how marketing automation could drastically increase the efficiency of their current manual processes. "With our business growing at an accelerated pace, we knew we needed more than email marketing but we weren't exactly sure what that 'more' was," said Erin Reilly, Founder and CEO of Pop! Promos. "As our customer base started to split from true leads, customers, potential leads and more, we needed a tool to help us send

targeted content to each segment. Without much marketing automation experience under our belts, we knew right away that Sugar Market was truly interested in helping us succeed with this new technology."

With Sugar Market, Pop! Promos is now able to divide their customer segments based on where they fall in the sales funnel, as well as their customer profiles. From these lists, the marketing team sends out 100,000+ targeted emails per week. They are also taking advantage of Sugar Market's powerful lead scoring module, creating marketing and sales-specific lead scoring profiles and putting effective nurture programs in place for each lead. Finally, with A/B testing at the core of their business, Pop! Promos uses Sugar Market's Advanced A/B testing on a grander scale with the majority of campaigns they send out, creating detailed weekly reports based on these results.

The Problem

- Rapidly growing business with too many manual processes
- Needed a way to segment people into lists
- No marketing automation in place



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The Solution

- The marketing team removed a majority of their manual processes
 - Drastically increased overall efficiency with Sugar Market
 - Implemented a marketing strategy that included more than just email marketing
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The Results

- Divided customer segments based on where they fall in the sales funnel
 - Now able to send 100,000+ targeted emails per week
 - Created marketing and sales-specific lead scoring profiles and nurture campaigns
 - Used Advanced Analytics to empower a more data-driven marketing strategy
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What's Next?

Pop! Promos recently implemented Sugar Market's new Advanced Analytics Platform to amplify their marketing automation strategy. "As a Sugar Market user, we already knew the importance of diving into our marketing data to determine how to make adjustments and maximize our efforts," said Kelly Shermer, Marketing Director at Pop! Promos. "However, with the new Advanced Analytics tool, we're able to leverage the technology to an even greater extent, creating interactive dashboards that give our team an in-depth look into our marketing achievements. Advanced Analytics gives meaning to the data and empowers us to truly explore ways to help drive our business."

Pop! Promos uses Advanced Analytics to create dashboards and reports on their campaign information that were previously



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Erin Reilly, Founder and CEO

created manually in Excel, saving hours worth of work each week. Advanced Analytics is enabling their team to not only view data easier but collaborate more effectively for campaigns. "The Advanced Analytics platform has kickstarted some really great conversations amongst the Pop! Promos team" said Shermer. "We have already seen improvements in our campaigns because of the ease we now have in reviewing our data."

As a small marketing team, the introduction of the Advanced Analytics module provides an advanced offering for marketers like the Pop! Promos, with more demanding requirements for data-driven marketing, closed-loop ROI analysis and visualization.

About Sugar Market

Sugar Market is the all-you-need marketing automation solution built to work for you. With a curated toolset that includes highly intuitive campaign builders, advanced automations and superior reporting, we focus on what matters most to marketers—streamlining campaign creation, understanding engagement, improving conversion and driving more revenue.