sugarcrm

Pop! Promos Revamps Their Marketing Strategy With Sugar Market

pop! promos

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

Industry ///
Advertising & Marketing

Location ///
Philadelphia, PA

Website ///
www.poppromos.com

From Two College Student's Visions to a Manufacturing Empire

Pop! Promos started in 2011 with two college students selling custom sunglasses out of their apartment. On 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 campuses 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 were they able to 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. "Acos, 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 can now divide customer segments based on where they fall in the sales funnel and customer profiles. The marketing team sends out 100,000+ targeted emails per week from these lists. They are also taking advantage of Sugar Market's powerful lead scoring module, creating marketing and sales–specific lead scoring profiles and implementing effective nurture programs 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 most campaigns they send out, creating detailed weekly reports based on these results.

The Growing Pains of a Booming Company...

- Lack of automation in a fast–growing company
- Lack of proper tools to deploy adequate segmentation practices
- No marketing automation in place

...And The Solutions Sugar Market Provided

- With Sugar Market, the marketing team at Pop! Promos removed a majority of their manual processes
- Sugar Market's automation features and capabilities allowed the marketing team to drastically increase their overall campaign efficiency
- With expended capabilities, the marketing team at Pop! Promos implemented a marketing strategy that goes beyond email marketing

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> **— ERIN R.**,
> Founder and CEO, Pop! Promos

What's Next?

Pop! Promos 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 can 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 explore ways to help drive our business." Pop! Promos uses Advanced Analytics to create dashboards and reports on their campaign information that were previously created manually in Excel, saving hours' worth of work each week. Advanced Analytics enables their team to view data more efficiently and collaborate more effectively for campaigns. "The Advanced Analytics platform has kickstarted some 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, introducing the Advanced Analytics module provides an advanced offering for marketers like Pop! Promos with demanding data-driven marketing requirements, closed-loop ROI analysis, and visualization.

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>
> —KELLY S.,
> PMarketing Director,
> Pop! Promos

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.

*Pop! Promos was acquired by College Glass in 2015 .

About SugarCRM

SugarCRM offers software solutions that helps marketing, sales, and service teams reach peak efficiency through better automation, data, and intelligence so they can achieve a real-time, reliable view of each customer. Sugar's platform provides leading technology in the sales automation, marketing automation, and customer service fields with one goal in mind: to make the hard things easier. Thousands of companies in over 120 countries rely on Sugar by letting the platform do the work. Headquartered in the San Francisco Bay Area, Sugar is backed by Accel-KKR.

For more information about SugarCRM, visit www.sugarcrm.com.