

Case Study - AVS/Sound Memories

What does your company do?

Our company is a full service video and multimedia studio which was established in 1979. .

How do you use FollowUpExpert?

In order to promote our business we keep in touch on a regular basis with past clients via newsletters and coupons as well as new clients who inquire about our services. This various types of images, PDF files and related information are stored within the FollowUpExpert for a quick reply to various inquiries we may have. In addition the ease of using FollowUpExpert makes generating our coupons or newsletters a breeze.

How has FollowUpExpert and opt-in email / autoresponder marketing been beneficial to your business?

While we have not made great use of the opt in feature the reporting features of FollowUpExpert have been tremendous. I am able to find out what responses have been sent, when they were sent any problems with the messages and/or e-mail addresses.

We like the ability to see the amount of recipients who click on specific links within the newsletter and click through to our website. This shows us that the information is sparking interest in specific services and helps to increase visibility.

What are your general feelings about the FollowUpExpert?

Prior to using FollowUpExpert, I tried paid services, as well as many different software mailing programs. I found the paid services to be very inflexible in terms of our design if we were to use their templates. I also did not like the fact that any paid services require their advertising message to be affixed to the bottom of our message. In addition, the monthly cost for these paid services was prohibitive for my type of mailings. With reference to other software, they were much more cumbersome to use.

One of the best overall features of FollowUpExpert is the service after the sale. As a company that provides custom video services I feel it is very important to take care of our customers as if we were the customer ourselves. Martin does a tremendous job of answering questions and even probing more into our question is to see exactly how he can help us or even improve the product.

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Capturing those special moments for 29 years!

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