



## Signage Program Blooms With Online Ordering

**Challenge:** Our client, a national garden center with multiple locations, needed help with their sign program which was in disarray—orders were not centralized, there were cost-center control and budget issues, and there was no accountability. They desperately needed a new signs provider. Management was also concerned about the brand because individual store managers had lost faith in the corporate office’s ability to get signs out in a timely manner, preferring to rely on sun-beaten, out-of-date signage, rather than the hassle of ordering new ones.

**Solution:** To learn about all the challenges the signage program faced from both the marketing and corporate perspectives, we conducted research at both the corporate office and retail stores. We also toured several retail locations and interviewed the managers and assistant managers. It was determined that the best way to help this client was to incorporate an online storefront solution to manage the ordering, printing and distribution of their signage.

We began by mapping out the workflow and structure of the online storefront. Working with the client’s internal staff, we catalogued and organized the company’s extensive signage library, which included more than 500 signs! We created a production workflow so orders could be printed on demand and fulfilled in a timely manner.

**Results:** During the first week of the site going live, there was 100 percent participation from all the national stores, and we produced and fulfilled thousands of sign orders. Our solution provided 24/7 access to the entire signage library, transparency at every level of the process and brand control. The company is on track to exceed their sales goals and, by implementing the online signage program, we freed up valuable marketing resources for them.

