

**act!**[™]

Act! helps World Press Printing bring the highest quality printing products and services to its clients



Based in St. Louis, Missouri, [World Press Printing](#) is independently owned and operated by Adrian Peters and Jeffrey Stern, bringing more than 30 years of expertise and the highest quality printing products, services, and state-of-the-art technology to its clients. Offering everything from business cards to direct mailers, stitched books, corporate annual reports, and custom kits to fulfillment, World Press Printing is a full-service shop with clients in the U.S. and across the globe.

World Press Printing is a leader in its field, delivering best-in-class printing (offset & digital) services for all kinds of businesses that are looking to build strong brands. With a wide range of services and deep expertise available to current and potential customers, the sales team at World Press is highly engaged, constantly building dialog with new leads and potential opportunities. But when it came to merging sales with marketing efforts, the company struggled to utilise the customer data it gathered in a unified fashion.

It's one thing to acquire a prospective lead, but it's a whole new ballgame when it comes to tracking, monitoring, and engaging those prospects at the perfect time to close a sale. By gathering customer and prospect information into their Act! CRM and marketing automation platform, World Press Printing got to work tapping into the full potential hidden in the data.

Centralising Client Data with Act!

With clients and prospects varying in location, needs, and interests, the team at World Press has a wide range of variables to manage when it comes to engagement. As an organisation with more than 800 clients, keeping all of that information straight can mean the difference between attracting a new client or losing business. With a sales team of multiple people and often on the move, the team also needed to ensure that client information was all pulled into one source of truth. Act! has quickly become a foundational piece of the puzzle for World Press Printing, ensuring every detail is captured in one centralised location.

“Act! has quickly become a foundational part of our business. Anytime there's a new sales lead, client, or interaction, it all goes straight into the CRM database, ensuring we know exactly where everything stands with our sales team at any given time.”



Jeffrey Stern
Managing Partner, World Press, Inc.



After pulling its client and prospect information into one central location, World Press no longer needs to worry about keeping tabs on various customers or prospects. By its very nature, sales is not always something that can be done while sitting at a desk. For World Press, its sales team is frequently on the go, meeting prospects and clients where they are. With Act!'s cloud capabilities, sales professionals are able to access every interaction no matter where they find themselves, ensuring reps are able to build better, deeper relationships.

“To put it simply, if the shoe fits, wear it. Act! has been a perfect match for our needs from day one. We deal with hundreds of clients and a constant influx of new and prospective customers at any given time. With the tools in Act!, we can better track prospects and develop a deeper level of insight into where the best opportunities are.”

Jeffrey Stern
Managing Partner, World Press, Inc.

Gaining More Impactful Insights with Act!

For businesses like World Press, maintaining growth and long-term success requires getting the most out of any marketing efforts. With Act!'s CRM and marketing automation solutions, the company can get far more granular, looking at which prospects follow their business, who is engaging with their newsletters, and how active clients currently are engaging with the sales reps and interfacing with World Press communications campaigns. Gaining that deeper level of understanding enables the sales team to segment and prioritise the most promising prospects and leads, maximising its time and efficiency while always being in tune and collaborating with current customers.

With marketing automation tools incorporated in their Act! solution, eNewsletters, and other marketing campaigns don't just hit a giant list of customers and prospects. Act! provides valuable data on where a given client's interests lie, which, in turn, helps make future campaigns more targeted. With targeted insights in hand, the sales team at World Press can cater service offerings and products to the people who are most interested.

But the benefits of their Act! Implementation don't stop with marketing automation and databases. World Press is also able to layer Act! into the back-end of its online storefront. The added layer of integration enables World Press to track how many clients are engaging with the storefront, how much time they spend there, what offerings are in greatest demand, and how often they come back.

Fueling Future Growth with Tailor-Made Insight

World Press is focused on its customers and takes pride in growing partnerships, and Act! enables World Press to ditch the guessing game when it comes to prospects' and clients' interests. With everything centralised inside the CRM database, the company has a full account of every interaction, across every sales representative. It's able to supercharge its marketing campaigns, garnering a deeper understanding of where client motivations and needs fall, making it easier to jump on opportunities at the perfect moment. And the results speak for themselves, as World Press has achieved consistently strong growth, seeing double-digit sales growth in the first quarter of 2023.

Results

- Act! centralised World Press Printing's client and prospect data into an easy-to-use, highly accessible database
- With Act!'s email marketing tools, World Press Printing was able to transform and monitor its eNewsletter campaigns, gaining key insight into customer interests.
- Act!'s highly customisable and flexible solutions enabled World Press Printing to layer its CRM platform into the company's online storefront, unlocking even deeper insights.
- Act! gave World Press Printing a better, holistic, way to manage client and prospect interaction, tracking everything from who gets a holiday card to what services should be offered to what prospect.



“At World Press, we love working with clients to develop and produce unique, creative, and memorable projects. Recently, we had the opportunity to work with a client to develop an interactive travel guidebook for visitors to Vienna, Austria. Check out this video to learn more about this project.”

About Act!

With proven CRM and powerful Marketing Automation, the possibilities are limitless. Act! provides the ultimate toolset to build relationships, maximise engagement, and drive business growth.

[START YOUR FREE TRIAL](#)

Contact Act!

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