

Stunning Revelation Showing a Whopping 65% increase in Sales-ready Leads Through Automated E-mail Nurturing!



**Client name not disclosed to maintain privacy*

Client* Profile

One of our clients has been into training and skills building processes for the last 2 decades. Their training processes include domains such as retail, sales, infrastructural management services and IT related programs.

They are one of the leading education training providers and are backed by the world's largest names in skills building. They have successfully managed to produce half a million job-ready individuals worldwide. They have a team that is skilled and experienced for catering to the skill-building needs of students across the world.

Challenges Faced

With a 20-year presence, the client came with a huge prospect base. They have a large number of email marketing activities in place to get prospective students to their door. But with these marketing methods, they are just able to get walk-ins and not reach sales targets, as the alignment between sales and marketing procedures was getting weaker. The email campaigns weren't nurturing one-on-one the desired candidates who were actually in need.

Also, the purpose of their training services wasn't reaching the concerned audience, which had declined the number of admissions over the last two years. This had impacted the survival of training programs due to a lack of prospect targeting and pitching of the courses with relevance to student profiles. As a result, they had to shut down a few programs that weren't running!

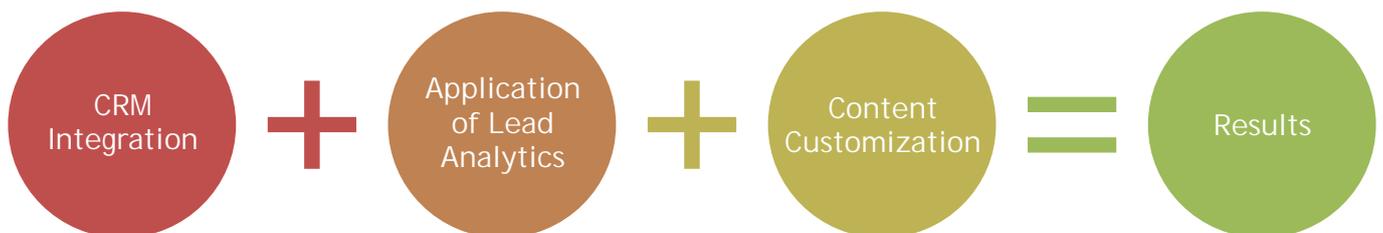


Solutions Delivered

Leadsberry was able to track each and every action of the lead based on email responses such as clicks and opens. With this, Leadsberry was able to pitch the right candidates with the right course. Also, restoration of earlier lost leads was recovered. The ratio of lead generation to lead conversions was reduced. Every lead that they had was integrated into our platform, and nurtured with effective content.

Thus a robust One-one email nurturing solution based on individual needs was delivered.

The company could generate demand and utilize its resources that resulted in sales upsurge.



Points considered for effective student-course pitching

- Content re-creation
- Proper response tracking
- Student-centric email campaign design
- Insights into career goals through lead tracking



Results

- Increase in ROI by 20%.
- Alignment of marketing and sales achieved.
- Decrease in marketing investment.
- Rise in the click-through rates by 30%.

Client's Take on Leadsberry

Leadsberry has made our lives far easier by its unbelievably intuitive automation technology. We could see a strong link established between our marketing and sales teams, thus bringing in desired candidates for our courses in just 6months! Every dollar that we spent has materialized into sales. Its easy-to-use feature and CRM integration reduced our efforts by ten times, helping us identify our leads at a more profound level.



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You can follow us on



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