

How Leadsberry took over the marketing functions of a design company and increased sales by 200% alongside increasing traffic by an astonishing 200% in just 8 months.

COMPANY PROFILE

The Client* is a design company that builds ergonomic home appliances while accommodating various design specifications of its customers. It has been in long-term relation with its clients for its 'state-of-the-art' design for the end-users. It has various design studios all over the country and is committed to fulfill client requirements to the maximum extent possible. Serving the current customers with passion, and increasing its outreach to a larger part of the market were among the main objectives of this organization. It was already equipped with huge marketing and sales teams coordinating to produce better results.

CHALLENGES FACED BY THE COMPANY

The organization wasn't able to achieve the kind of leads that it needed through online resources such as websites or emails. Their website was not able to generate enough leads due to several reasons. The leads were mostly generated through off-line marketing efforts and very few came online. They hadn't had any online automation facility in place. They had simply hired a company that would send emails to almost all the leads that resulted from off-line marketing. That did not produce any sales results.



*Client name not disclosed due to confidentiality reasons

LEADSBERRY'S SOLUTION TO THE COMPANY'S OUTREACH PROBLEMS

Leadsberry identified all the shortcomings of the company's marketing strategies by analyzing all that was missing in their marketing plan. They found that the website did not have proper landing pages to capture lead information for nurturing. It also added value to communication with the leads by nurturing them with the help of robust lead management from Leadsberry.

Leads were analyzed through every response of theirs like clicks, opens, subscription cancellations, etc. This made predicting the sales-readiness of the leads quite easy. Landing pages were elaborately improvised with impactful calls to action. This increased web traffic and resulted in a higher number of leads. Leads were well

observed, tracked and scored with the help of a lead-scoring software product. This resulted in better communication of business ideas with the leads and most of the leads turned into customers in less than weeks!

CLIENT FEEDBACK

"It's amazing how we can connect with our leads at such a core level. We can now identify every aspect of their purchasing decision and feel highly in-sync with them. We are able to cater to exactly what they expect from us and nurture them when in need. Aligning marketing and sales has become possible to a great extent. Our website is getting higher traffic and the monthly revenue is increasing stunningly".



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