Case Study: Messaging at the Bottom of the Funnel

About the Customer

Our customer was a data-science analysis firm based in Western Europe. They helped their clients analyze data from a variety of sources and make business decisions that were based on real data. Our customer had 8 people on their sales team, and sales ranged from $40,000 - $150,000.

Challenge

As businesses recognized the value of data analysis, the firm was being overwhelmed with leads at the top of the funnel. Blogs, social media posts and PPC campaigns drove traffic to gated landing pages, where prospects could download more information in exchange for their email address.

However, with only 8 members of their sales team, they needed a cost-effective tool to qualify leads, so they could focus their resources on companies with the budget and desire to move forward in the sales process.

The firm reached out to MessageWhiz, to see if we could offer a solution that would cut down on missed appointments.

Solution

MessageWhiz worked with key members of the sales team to identify three questions that would help separate serious prospects from those who would ultimately be a waste of time.

After developing the questions, they created an automated SMS script which would be initially triggered when a prospect downloaded the marketing content. 2-way messaging was enabled, and each response to an SMS question would trigger the next question in the series.

Messages were assigned to different members of the sales team, so that recipients felt that they were already engaging with salesperson rather than with a nameless, faceless bot.

Results

The three-question SMS was highly effective in qualifying customers. The budget question eliminated prospects who were in the market for a low-budget solution, while the other two questions helped the team gauge the seriousness of the inquiry.

Within 3 weeks of initiating the program, the sales team reported that their prospects were highly motivated toward finding a data analysis solution, and they weren't wasting time chasing low-quality leads.

Additionally, the team noted that the 2-way SMS messages unlocked a new communications channel. When prospects had questions about the product, process, or anything else related to sales, they could simply jump onto SMS and get answers. The direct channel between the firm and the sales team was an overwhelming success.