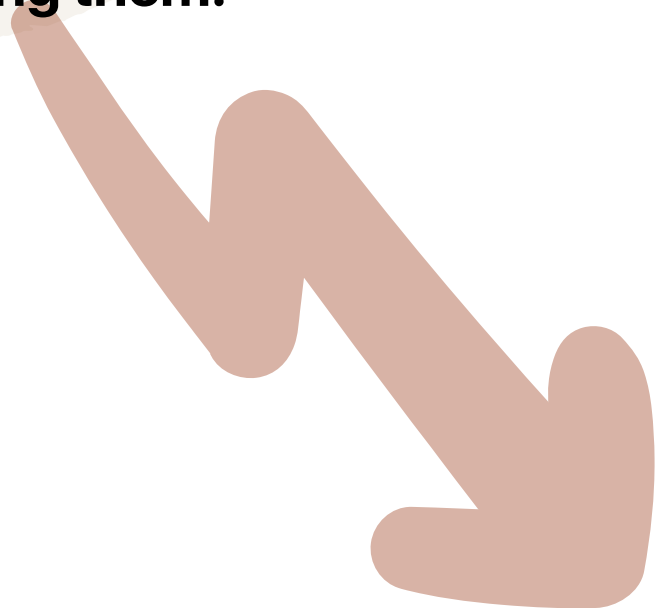
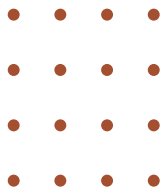
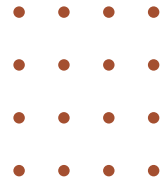


The Problem:

The client did not have a software for managing and tracking leads. They were spending money on paid ads as well as driving in organic leads and didn't know what results they were getting from these efforts. They were frustrated at trying to expand. They were worried about making any money on their ads and were thinking of canceling them.





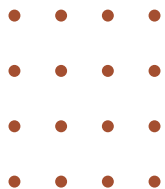
The Solution:

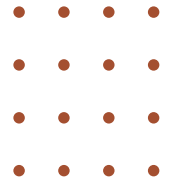
When they engaged with FigRiver we helped set up a lead tracking and management tool and got it optimized according to best practices.

We implemented follow up procedures to make sure leads were followed up with multiple times soon after they expressed interest.

We did training on sales calls to put in a standard process for these calls to help improve results.

Weekly reviews were put in place to make sure these new procedures were followed and all of their data was accurate.





The Results:

We found out they were actually getting a very profitable rate of return on their ad spend.

Once they found this out, they rapidly agreed to increase their spending and were able to boost their sales by 430%.

We also found out that their leads coming in from organic (non-paid) sources were declining. Despite this, we were able to improve their sales by 105% by improving their sales process.

They are now working on handling their organic lead generation while continuing to ramp up their paid ad campaigns.

