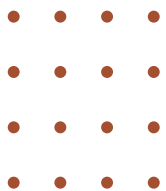
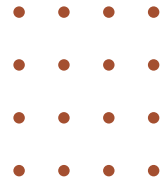


# *The Problem:*

**The client's advertising budget stayed the same from Q1 to Q3 but they experienced a 35% decline in sales from their ad campaigns.**

**They were trying to grow their revenue and were not able to figure out what to change to get more sales.**





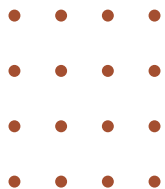
# *The Solution:*

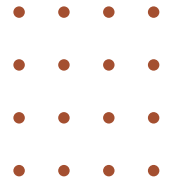
**They engaged with FigRiver and we did an audit of all of their leads and sales. We reviewed their process for following up with leads and also listened to calls being had with prospects.**

**We provided feedback for the marketing team to improve the results of the ad campaigns.**

**We implemented a new follow-up process to help close more leads**

**We provided templates for follow-up messaging and coaching for salespeople to help improve sales.**





# *The Results:*

***They increased revenue by over \$100,000 per quarter from ad campaigns.***

***They also improved closing rates on their organic leads from 17% to 37%. This is an extra 1 million dollars in revenue per year.***

**Now that there is a great sales process and accurate record-keeping on all leads, we're working with them to drive in even more leads.**

