

Case Study: Recart

Inbound sales lead follow up



Our previous reply rate from inbound leads was 4.59%.

*Now, it's averaging 35%. That's a **700% increase**, and we haven't peaked yet.*

Soon we're implementing phone calls and voicemails to go higher. My goal is 80% open and 50% plus reply rates.

I'm confident we're going to do it. It all started with your fresh new methodology, Jeff. Thanks.



Adam Breitenstien
Recart

The product:

Recart is a relatively unknown, yet growing, SaaS software app serving online ecommerce store owners; Mainly those using woocommerce and Shopify.

Target customer & market:

Recart operates in an over-crowded market with hundreds of vendors all making the same, broad promise: "Our app will drive more sales for your store."

Value to customers:

Adam's solution is a plug-and-play way to create revenue---without the customer investing resources. The value is, often, a bit difficult to believe considering how easily it implements.

Using Recart, store owners

1. recover sales from abandoned checkout carts;
2. visualize which distribution channel is producing the best return on investment;
3. focus on what's working best to drive more sales.

Other benefits include increased customer satisfaction and more effective marketing tactics using automated Messenger notifications.

The how:

Recart helps customers increase sales using analytics and Facebook Messenger notifications.

The tools:

HubSpot, email and Intercom (chat).

More response, more sales

CHALLENGE

Adam needed, personally, to:

- Stop wasting time chasing leads that don't convert
- Identify buyers most likely to buy & get them talking
- Convert more inbound trials to paying customers

He also wanted a faster, systematic way to judge the quality of leads systematically... so he could follow up with leads most likely to convert.

EARLY SUCCESS

Adam researched and implemented follow up and outreach messaging best practices across Intercom (chat) and HubSpot. But canned outreach messages were not causing leads to engage in discussion. **Response rate was 4.6%**. Recart was not growing its customer base fast enough, nor moving toward segmenting trial customers.

With pressure mounting to convert more trial leads into customers, Adam decided new messaging tactics were needed. To achieve the above goals he needed:

- More discussions with warm and cold trial leads
- Higher email & Messenger response rates from trial leads
- *A new, engaging way to speak to inbound sales leads via email & Messenger*

700% INCREASE IN ENGAGEMENT

Adam discovered, and quickly applied, an unconventional set of inbound sales messaging tactics. These emerging follow up tactics allowed him to develop an effective, repeatable outreach methodology. This aligned with his desire to target “most likely to convert” trial leads.

Adam combined his own creativity with a new, provocative communication tactic. With this new confidence, and his trial usage data, Adam began to confidently sort which leads to follow up with first... *and what to say* to earn response.

Adam's new system is working well enough to generate a 35% average response rate. That's a **700% increase**, “and we haven't peaked yet,” he says.

HOW IT WORKS

Researching trial accounts, *not* asking for meetings and *not* discussing Recart's solution was at the core of Adam's new, effective outreach strategy.

Adam attributes his success to researching inbound sales leads and combining:

- Internal Recart **account usage data**: Identifying most promising customers to contact
- External **customer insights** (based on quick research) proving his messaging was:
 - Not spam
 - Relevant to the customers' specific situation/challenge
 - Different from other vendors (it was personal, not robotic/canned)
 - Unusual (not mentioning *anything* about Recart benefits)

Working with his Communications Edge coach, Adam created an effective, scale-able way to blend personalization & templated messages. That's how his follow-ups began converting more trial leads into customers, faster.