



LEAD NURTURING

How Glynn W. - Allstate Insurance warmed up cold leads to a conversation with automated lead nurturing campaigns.

CHALLENGE

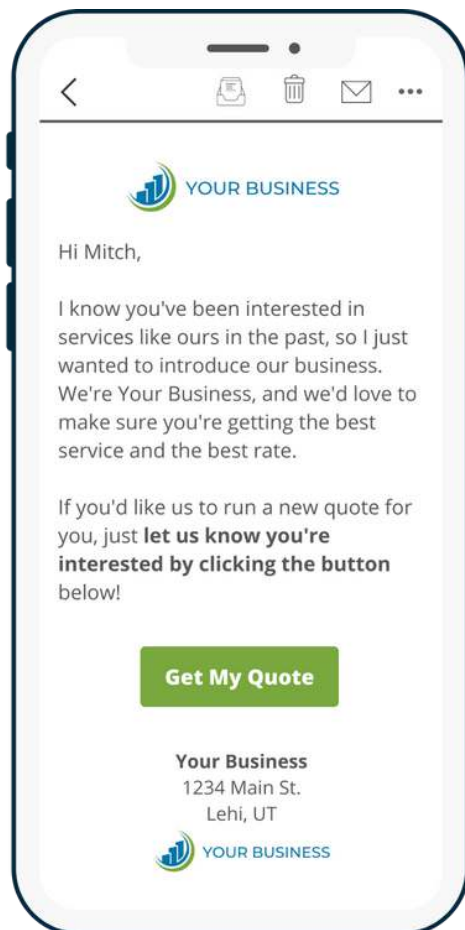


Glynn W. accumulated a sizable list of cold leads. His producers had called the leads and had some success, but the remaining 1,500 were considered abandoned. There were likely interested prospects in the list, but uncovering them just wasn't worth the massive effort.

SOLUTION



Glynn signed up with Lift Local's automated Lead Nurturing email campaigns to identify interested prospects. These campaigns continuously send emails to cold leads to offer them a quote.



CLIENT PROFILE



GLYNN W. - ALLSTATE
INSURANCE



COLUMBIA, SC



6 MONTHS
on Lift Local Service

RESULTS



1,517



PROSPECTS EMAILED

Over the course of 6 months, 1,517 cold leads received an average of 11 emails from Glynn.

62



NEW QUOTE OPT-INS

As they warmed up to his message, 62 leads clicked an opt-in button to receive a quote.



LIFT LOCAL



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<https://www.liftlocal.com>



CONVERSATIONS

Glynn was notified of the interested prospects and was able to start productive conversations with them. Uncovering this many conversations through cold calling would have taken many labor hours.