

MARKETING AUTOMATION & DATABASE REACTIVATION CASE STUDY

Are you sitting on a cold or otherwise unused customer database? We can put it to good use!



We love big data and we cannot lie

The Brannon East Agency is a true example of starting from scratch and building a business the right way! Brannon comes from a background of developing customer relationships from the ground up, almost in a guerilla strategy.

Over the years, he amassed thousands of emails from customers and prospects, but paying and past. Due to his involvement in his community, this shields him from having to start from scratch as he moved from insurance partnerships to insurance partnerships. For him, his database was his goldmine, but when he came to us, he didn't quite know

- // Thousands of emails and phone numbers in his database.
- // He didn't have a cohesive sales and marketing CRM to consolidate all communication.
- // He didn't want to emulate a the same boring tactics of the insurance industry.

Setting up the infrastructure

Sure, getting leads through Google and Facebook is great and all, but getting leads from your own database through referrals and activation are always going to be the warmest, easiest, and most enjoyable to close and manage. By uploading his database into our LeadDragon system, we were able to hook some pretty cool marketing automations (workflows) that work for him in the background.

- // We helped set up a marketing automation that helps onboard existing clients
- // We helped set up a multi-channel (Email, Text, Social) experience for his existing clients
- // We now have set up an automation for his agency to gain more reviews online.

