

Case Study



Company Background



GetRosy.com provides software as a service (SaaS) for Salons, Hair Salons and Spa management. The software offers a variety of features, like online customer scheduling, email marketing, inventory management and financial reporting. Customers rave about it: "... the best salon software we have ever used," according to Hairroin Salon in Hollywood and, "cutting edge and, best of all, it is economical," according to Sonali Spa in Kingsport, Kentucky.

Target Market

GetRosy.com targets Hair Salons and Spas on a worldwide basis. Their typical customer is a small, privately owned company with less than 15 employees. To reach this target market, the company uses a variety of traditional marketing methods, like appearing in trade shows and advertising in trade magazines. However, their main focus for reaching customers is through the Internet. GetRosy puts a lot of emphasis on E-Mail Marketing, Search Engine Marketing (SEM) and Search Engine Optimization (SEO) to drive people to their website, where prospects can sign up for a free trial.

Business Challenge

GetRosy.com wanted workflow automation without the hassle of maintaining systems and servers themselves or using multiple service platforms to achieve their business goals. Instead of spending time and money building their own system or cobbling one together from a variety of service platforms, GetRosy wanted a single, easy-to-use online solution for their needs, particularly with their lead nurturing and E-Mail marketing campaigns.

Solution

GetRosy.com utilizes LeadMaster's lead nurturing tracks to create both an efficient and effective sales process.

LeadMaster provides lead nurturing automated software with two main components: The system offers internal systems to remind reps when and how to follow up with prospects and offers external communications with prospects to maintain consistent contact until they are ready to buy.

Get Rosy benefits from a variety of options and capabilities contained in the LeadMaster system. Marketing automation is an integral component, which includes drip marketing, email marketing, surveys, newsletters and lead nurturing to help to fill the sales funnel by communicating a strategic message to prospects. These messages are sent automatically, keeping prospects informed for as little cost as possible, while maximizing return on investment.

Results

GetRosy.com was able to achieve their desired automation using lead nurturing tracks, drip marketing and web-to-lead forms. The express updates trigger lead nurturing, which automatically creates an appointment on the calendar for the GetRosy sales representatives. These automation methods have generated solid growth and efficiency for GetRosy.

Summary

The LeadMaster solution provided GetRosy.com with improved sales productivity and growth without the frustrations associated with complex software or having to integrate multiple solutions.