



Our Projects:

Marketing Automation for Elliott



Website tracking and lead nurturing with Copernica deliver **£2 million sales pipeline** every month

Situation:

As the UK's largest supplier of modular and portable buildings, Elliott manage a massive portfolio of over 310,000 units, and were looking to improve their sales lead management.

Elliott get a high volume of unique enquiries from their website which did not always end up with the right sales person and as a result, sales opportunities were missed.

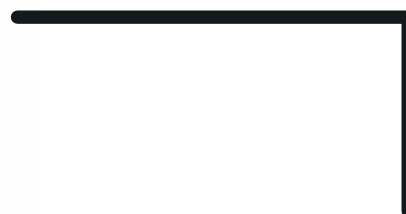
Livelihood were tasked with creating a more efficient lead capture and nurturing system to ensure that the right customers could be contacted at the right times with the right proposition and information to convert these enquiries into sales.

Solution:

Livelihood re-designed and rebuilt Elliott's website with a responsive design, better navigation and more effective 'calls to action' focussed around brochure downloads, case studies and requests for information. Copernica Marketing Automation Software was integrated with their website to provide a fully automated communications system.

This allowed us to capture all of the visitor data with their journeys though the site, time spent on each page, clicks, form fills and downloads. All the interactions are scored for each individual and used to create a conversation with the prospect through highly targeted automated messages based on their interactions.

The sales team now only follow up qualified leads deemed to be 'hot leads', increasing conversion rates with a highly focussed sales process.



**Downloaders
= hot leads**



Results:

Within 3 months of Copernica's automated marketing being in place, Elliott saw a 13% increase in conversion rates, helping to drive a sales pipeline of £2million every month. The process has also streamlined the sales process and created a customer centric culture by communicating with prospects in a relevant and timely fashion.

"We trusted Livelink with the automated lead nurturing process as it was one we have not implemented before. We are pleased with the results and have seen Copernica deliver. We are now putting more effort into optimising every single aspect of our campaigns."

Rod Hepper,
Elliott UK