

CLIENT SUCCESS STORY

We focus on scaling and growing your business, that is why we have so many satisfied clients.



Work.Life

Coworking Spaces

Work.Life provides bright, modern fully furnished coworking spaces and private offices. Membership packages include essentials such as WiFi, printing, meeting room credits, business rates and cleaning. With full customisable options, businesses can make the space their own. Work.Life is changing the way people work.



Add Quote here



Name & Surname
Title



CHALLENGE

THE CHALLENGE

Work.Life wanted to target local startups and established businesses and wanted to invite prospects to their newly opened spaces. For this they required a large number of leads of companies with growing teams or office difficulties who would be looking to move and upgrade their workspace and company culture with a bespoke office.

SOLUTION

THE SOLUTION

Growthonics provides a successful path to sales by managing the sales funnel from booked prospects to meetings booked.

1. Sourcing

- A dedicated Growthonics Account Manager worked with Work.Life to understand their ideal prospect and also create a bespoke strategy to source them as effectively as possible.

2. Enrichment

- Work.Life required a unique set of prospects. The ideal profile was that they needed to be local and were looking to upgrade their offices. Growthonics' Analysts identified leads that precisely matched their brief.

3. Outreach

- Growthonics' outbound team crafted the ideal 6-touch email campaign, tweaking it regularly to ensure that the highest possible number of people accepted the tour invitation.

4. Development

- Growthonics' team successfully assisted Work.Life's reps to engage with the daily influx of leads in their CRM database and continued to enrich the contact history information of local, eager businesses.

Targeting & Profiling

Data Collection

Outreach

Meetings Conversion

RESULTS

THE RESULTS



58%

OPEN RATE

At Growthonics we ensured the shortest path to ramping. We did this by ensuring positive engagement and high levels of email open rate.



1000+

LEADS FOUND PER MONTH

We sourced and generated the unique required leads based on Work.Life's targeted personas and ideal customer profiles to ensure that they had a predictable, reliable and scalable sales engine and pipeline. This was done with the use of technology and human resources.



25%

REPLY RATE

Our specialist managed Spotify's outbound email campaigns which also gave them access to the best automation tools on the market, giving them high visibility and high levels of email open rates.



5.2%

POSITIVE ENGAGEMENT RATE

With a dedicated campaign team to manage and optimise campaign results, we helped to track and log responses in order to optimise reply rates achieving a 4.8% positive response rate.