2023
CASE STUDY
B R O C H U R E

Erabond Helps Events-Based Sales Startup

Achieve Record-Breaking Success.

When the **Director of Marketing** at an events-based sales company reached out to Erabond, they were in a sticky situation. Their previous developer had left them in a bind just 7 days before a huge event. Erabond quickly came to their rescue, delivering a powerful CRM system that enabled them to achieve record-breaking success.

The results speak for themselves. In just four months, the company achieved the following:

1 Sold **$1.5** million in receivables with a **138%** return on investment on advertisement.

2 Managed **247** events in **13** markets.

3 Achieved a **45%** close rate and a **17%** show rate.

4 Reached an average sales price of **$21,090.**

5 Saw a **317%** ROI on Facebook advertising versus **69%** ROI on Google Ads.

6 Saw a **30%** increase in show rate from implementing text message reminders.

Erabond

During the first week of the project, Erabond implemented several key features to improve the company's CRM system.

✓ We created a landing page form for event signups, developed an email sequence for deal creation, and built a rescheduling automation for events.

✓ Erabond also created an event reporting dashboard for Education Coaches to track important metrics, such as deals per event, revenue generated, and cancellations.

✓ We set up meeting types for Executive Coaching Calls and developed automations to track deal progress through the sales pipeline.

✓ Finally, Erabond integrated Docusign into the system to streamline document signing and created an automation to track non-purchasers for future remarketing efforts.

During the second phase of the project, Erabond implemented several key features to further improve the company's CRM system.

✓ We created a workflow for the 3 Day Event Pipeline Automation, which moved registrants and attendees through the sales pipeline based on their progress.

✓ Erabond also created product tags for programs, a class enrollment form, and a credit card payment form.

✓ We set up a stripe payment integration, added a manual override for payment, and created a sales report by the deal owner over time.

✓ Finally, Erabond developed a workflow to handle transition to Accountability Coach after 30 days of attending the event.

These features helped the company manage their sales and marketing data effectively, allowing them to make data-driven decisions and adjust their strategies quickly to improve revenue and overall business success.

Since the initial implementation of the CRM system, Erabond has continued to build on the foundation they created, adding new features and capabilities to the platform.

- ✓ We have enabled the tracking of commissions across every part of the sales funnel, including the deal owner, presenters, and premier purchasers.

- ✓ We have put in place quality assurance notifications, allowing the team to solve problems proactively rather than reactively.

- ✓ To aid in business growth, Erabond has implemented reporting based on show rates and close rates, analyzed by market, team members, and lead sources, which has helped them identify trends and areas for improvement.

- ✓ In response to the bottleneck in their show rates, they have implemented text messaging to send event reminders, and are currently testing the effectiveness of different treatment approaches using their data.

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Erabond's scalable solution allowed the company to rapidly expand, hiring six new sales reps quickly and deploying markets faster than typical. The innovative CRM system, along with Erabond's expertise and transparent pricing, made it easy for the company to stay within their budget and achieve their goals.

With every metric tracked in the CRM, such as close rate, lead source, and show rate, the team was able to quickly make adjustments that had high impacts on improvements in their revenue. This allowed them to stay nimble and responsive to changes in the market and customer preferences.

⟨ Erabond Helps Events-Based Sales Startup Achieve Record-Breaking Success

Erabond is a leading CRM development agency that specializes in building CRMs for the entire company to track sales, marketing, and service. Recently, the Director of Marketing at an events-based sales company reached out to Erabond when their previous developer left them in a bind just seven days before a huge event. Erabond quickly came to their rescue, delivering a powerful CRM system that enabled the company to achieve record-breaking success.

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In just four months, the company achieved the following:

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- Managed **247** events in **13 markets**

- Achieved a **45% close rate** and a **17% show rate**

- Reached an average sales price of **$21,090**

- Saw a **317% ROI** on Facebook advertising versus **69% ROI** on Google Ads

- Saw a **30% increase** in show rate from implementing text message reminders which over a year long run rate using their existing numbers represents a **$2.4 million increase** in revenue.

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During the second phase of the project, Erabond implemented several key features to further improve the company's CRM system.

We created a workflow for the 3 Day Event Pipeline Automation, which moved registrants and attendees through the sales pipeline based on their progress. Erabond also created product tags for programs, a class enrollment form, and a credit card payment form.

Since the initial implementation of the CRM system, Erabond has continued to build on the foundation they created, adding new features and capabilities to the platform. We have enabled the tracking of commissions across every part of the sales funnel, including the deal owner, presenters, and premier purchasers. We have put in place quality assurance notifications, allowing the team to solve problems proactively rather than reactively. To aid in business growth, Erabond has implemented reporting based on show rates and close rates, analyzed by market, team members, and lead sources, which has helped them identify trends and areas for improvement.

Erabond's ongoing work on the CRM system has helped the company to streamline their sales and marketing operations, better understand their performance metrics, and ultimately drive more revenue for the business. The Director of Marketing had high praise for Erabond's work, stating that Kevin Mead was honest, communicative, and worked with integrity. **Erabond's innovative implementation of HubSpot CRM enabled an events-based sales company to rapidly move from scratch to a wildly successful enterprise, setting them up for long-term growth and prosperity.**

Erabond

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