

growlink 

# How Growlink Turned Cold Leads Into New Business

Directive 



# The Challenge

Growlink faced a significant hurdle in its customer acquisition strategy: a lack of structured engagement with leads. Cold leads sat dormant in the database with no strategy to revive them, and past prospects were left disengaged, missing opportunities to reignite interest. Additionally, Growlink lacked a streamlined process for nurturing top-of-funnel (TOFU) leads entering HubSpot. This created an untapped reservoir of potential customers and bottlenecks in moving leads through the sales funnel, ultimately hindering growth.



# The Objective

The goal was clear: establish a scalable, data-driven nurture program that would unlock pipeline potential and enable sustainable lead engagement. Specifically, Growlink sought to:

## 01

### Re-engaging Leads

Re-engage dormant leads and convert them into opportunities.

## 02

### Nurturing Growth

Develop a nurture strategy for TOFU leads to guide them into sales-ready status.

## 03

### Automation

Use automation to increase operational efficiency and minimize manual effort.

# Our Strategy

To address these challenges, Directive developed and executed a robust three-pronged strategy:

## 01

### Segmented Workflows

Automated workflows were built to serve distinct lead segments – Cold and TOFU – ensuring tailored experiences for each audience based on their stage in the funnel.

## 02

### Targeted Messaging

Personalized email sequences were crafted to address each segment's specific needs, pain points, and buying motivations. Messaging emphasized relevance and value, creating stronger connections with leads.

## 03

### Dynamic Filtering

Advanced filtering criteria ensured leads seamlessly exited the workflows upon booking a demo. This approach prevented redundant communication, maintained a clean handoff to the sales team, and maximized efficiency.



# The Results

The structured nurture program delivered measurable business impact:

## Cold Nurture Program

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**32**

opportunities created  
from cold leads

**23**

customers acquired,  
demonstrating the power of  
reactivating dormant leads

**0.16%**

meeting conversion rate, an  
impressive result given the  
minimal cost involved

## TOFU Nurture Program

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**0.26%**

meeting booking conversion  
rate, showcasing strong  
engagement and interest  
generation



“

Leveraging the untapped potential of data in HubSpot is one of the many ways we can find value in our tools. This goes to show that there is so much we can do with our systems in an efficient and effective way!”

- **Kristina Brown, Director of Marketing Operations**

# Why It Mattered

This initiative marked a pivotal transformation in Growlink's lead management and engagement strategy, with wide-reaching benefits for the business.

## Maximizing ROI Through Automation

The implementation of automated workflows not only saved time but also ensured that every lead was nurtured promptly. This allowed the team to scale their efforts without increasing manual labor, creating a highly efficient system that could handle a growing pipeline without overwhelming the sales or marketing teams.



## Unlocking Hidden Potential

By reviving dormant leads that were previously overlooked, Growlink turned a passive segment of its database into an active source of revenue. These were leads that had already been acquired but were “dead” in the system—effectively wasted potential. The nurture program breathed new life into these contacts, transforming them into actual business opportunities with minimal acquisition costs.

## Empowering the Sales Team in New Ways

By segmenting leads and ensuring high-intent prospects were prioritized, the sales team could focus on closing deals. The automated workflows handled early-stage engagement, while dynamic filtering prevented unnecessary follow-ups, making the handoff from marketing to sales seamless. This alignment between teams significantly improved productivity and minimized wasted effort.

## Building Long-Term Relationships

The program established a sustainable framework for ongoing lead cultivation. By nurturing leads from their initial contact to their eventual decision-making stage, Growlink set the foundation for long-term engagement. This approach improved lead-to-customer conversion rates and helped build trust and loyalty, increasing the likelihood of repeat business and referrals.

## Enhancing Strategic Focus

The insights gained from this initiative allowed Growlink to better understand its audience's needs, pain points, and behaviors. This data provided actionable feedback that could be used to refine future marketing efforts, improve messaging, and further enhance personalization.

## Strengthening Database Utilization

This initiative turned Growlink's database into a strategic asset. The structured approach ensured that every lead—no matter how old or new—was being actively worked, creating a dynamic system where no opportunity went to waste.

## Driving Revenue Growth With Minimal Spend

The nurture program's results—24 new opportunities and 19 closed customers—demonstrated that impactful growth doesn't always require hefty budgets. By leveraging existing resources and applying strategic, targeted engagement, Growlink generated significant pipeline value at a fraction of the cost of acquiring new leads.



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