Broadly Increases Close Rate by 30%

Leveraging Experience Marketing to Supercharge their ABS

broadly

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About

Broadly helps local service businesses get more reviews, attract more leads, and manage customer relationships.

Headquarters: Oakland, CA

Company Size: 51-500

Website: https://broadly.com/

Industry: Technology

KPIs for the Sales Team

Number of demos scheduled, net number of revenue bookings, deals closed, and annual contract value (ACV).

The Challenge

Relying on cold calls and emails to prospects wasn't generating the engagement rates that Broadly needed. They had to find a new way to hold the attention of accounts in the pipeline and keep them engaged throughout the sales process.

Implementation

By integrating Postal with Broadly's Salesforce, SalesLoft, and Gmail instances, their sales team sent items to individual contacts and built automated direct mail and gift sends into their SalesLoft cadences.

Outcome

By leveraging Postal to send to one-off contacts in Gmail and Salesforce, and building in automated sends into SalesLoft campaigns, **Broadly has been able to drive more revenue by increasing their close rate by a staggering 30%.**

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As Broadly's VP of Growth, Matt Baker ensures that marketing, growth plans, and sales operations align with their quarterly goals - bookings, deals, ACV, and demos scheduled.

Before integrating Postal into their marketing playbook, Broadly relied on in-person events, phone calls and email as the primary components of their outreach to hit these goals and warm accounts that had gone cold. The growth team at Broadly struggled to reignite conversations and gain attention in an increasingly virtual world.

As in-person events were cancelled, the reliance on digital channels was exacerbated. There was a noticeable shift in the performance of Broadly's go to marketing channels, such as email and calling, which were increasingly being ignored.

Broadly needed a way to increase the effectiveness of their existing sales strategy.

> **"There's something about stimulating the senses that leads to better first impressions and easier conversions to SQLs and revenue."**

Knowing he needed to make shifts in his marketing strategy, Matt started looking into account-based marketing solutions that would enable Broadly's SDR team to connect with more of their target buyers. As a part of his ABM strategy, Matt was looking to create differentiated experiences through direct mail and gifts but was unsure of how he could implement his idea to scale.

Matt found Postal, the Experience Marketing platform that helps teams like Matt's scale ToF gifting. The test revealed that Broadly could have an additional channel of communication within their sales process that was easily integrated with his existing Salesforce, SalesLoft, and Gmail platforms. His team started seeing instant improvement to their initial challenge of generating more engagement and responses.

> **"It's all about the experience, if I send a gift card, it's just "whatever"."**

After implementation, Broadly used Postal in the marketing funnel to increase meeting show rates and close rates. If somebody had booked a demo and they didn't show up at the scheduled time, reps would use Postal to get the deal back on track. Matt found that high level decision-makers felt as though they were more compelled to show up after receiving an item.

Although some of the executives and SDR's were skeptical of corporate gifting or direct mail as a channel at first, they were thrilled to see how Experience Marketing works. By sending incentives like delicious Noms Cookies as a part of their lead nurturing sequence, Broadly has been able to inspire prospects to book meetings that translate into revenue.

After the first week, the sales team was hooked.

While Matt and the Broadly team love the items in the Postal Marketplace and especially Noms Cookies, they've realized that it's the psychology of gifting which matters most. When prospects receive unique, high-quality gifts, it immediately creates a memorable moment that outshines any email or phone call.

Matt firmly believes that Experiential Marketing is the way forward. He has seen significant increase in conversions, his SDR team is energized, and the lasting impressions Broadly is creating with prospects is generating new and deeper levels of customer loyalty.