

# Case Study



## THE BACKGROUND

Parley Pro, a legal technology company, identified that they needed help with inbound marketing and sales processes. Specifically, they were looking for a marketing growth hacker with legal tech experience.

The client had been generating leads through cold emails, cold calls, cold outreach on LinkedIn and organic referrals. A PPC and remarketing campaign did not produce results and was, therefore, short lived.



**PARLEYPRO**  
Better Contracts Faster

## THE CLIENT

### ParleyPro

Parley Pro is a CLM (Contract Lifecycle Management) SaaS. Their target audience is Legal Operations, General Counsel and, to a lesser extent, law firms. They do well with small to mid-size businesses but have some enterprise-level clients as well.

## The Challenge

Parley Pro used Salesforce and Hubspot for their CRM; Mailchimp, Hubspot and Growbots for cold and nurturing email campaigns; Zoom for meetings and webinars; and Leadfeeder for website visitor tracking.

None of these marketing and sales technologies were integrated, which created an unmanageable set of leads databases and a maze of duplicative and unproductive business processes.

## The Solution

### **Marketing Automation and Lead Mapping.**

- RPC Strategies identified the need to verify communication technologies (Growbots and Mailchimp) with the local email provider for domain authentication and deliverability testing.
- Integrations between the communications channels and the CRM systems (Salesforce and Hubspot) were recommended to facilitate compliance with privacy laws (CCPA and GDPR) as well as email marketing policies under the CAN-SPAM Act.
- A lead mapping plan was provided which included required fields for the CRM so that any leads captured through manual uploads, landing pages, website contact forms or imports from the other database technologies would be consistent. This would allow for filtering and deduplication as well as lead source identification, which would ultimately assist the sales team in identifying quality leads for follow-up.

### **Email messaging to cold prospects.**

RPC Strategies rewrote all of the client's email sequence with a focus on providing quality content and solutions to the target buyer's business pain points. We also recommended that all prospecting emails be delivered by one program with set templates for branding. This would also allow us to centralize leads for compliance with unsubscribes and data privacy as well as provide analytics reporting and real-time lead scoring for sales.

### **Sales Process and Workflow.**

RPC Strategies worked with the new Vice-President of Sales to suggest a structured workflow for sales follow-up and pipeline conversion. With marketing integrations and lead mapping in place, we were able to coach the sales team on identifying and researching quality leads through ZoomInfo and LinkedIn Sales Navigator.

Once leads were qualified, the sales team executed a follow-up plan that included connection requests, three personalized emails, two phone calls. All interactions, subsequent meetings and opportunity reporting was tracked in Salesforce for ease of reporting and collaboration with the head of sales.

## The Results

- Tech stack integrations revealed 166,172 leads
- Sales process and workflow filtered targeted SQLs
- Parley Pro acquired by Lexis Nexis in 2022

