

Case Study

PUTTING A STARTUP INTO MOTION

THE BACKGROUND

AiLanthus Corp. Founder and CEO, Joshua Schoen, had a vision: Offering solo practitioners and small law firms a cloud-based platform for easily automating the creation of routine legal documents using no-code, machine-learning technology.

Schoen also had a very specific goal he wanted to achieve: Launch Motionize in January 2021, well in advance of the American Bar Association's TECHSHOW 2021 Startup Alley, and be ready to generate a targeted sales pipeline and seek investor funding soon afterward.



THE CLIENT

AiLanthus Corp., aka Motionize

As an attorney, why continue to take six hours to do something that could be done in fifteen minutes once you add technology to the equation? Why risk missing deadlines, making silly grammatical errors, missing required components of a legal filing or suffering other embarrassments?

That was the real-world problem Motionize was working to solve when it retained RPC Strategies for marketing and sales enablement consulting services in the fall of 2020.

The Challenge

For Motionize to succeed, Schoen needed to go beyond his considerable skill as a networker and business-builder and find ways to turn his partnerships into revenue. He needed a structured, technology-driven lead-generation workflow to capture inbound leads and develop a sales pipeline. That required:

- CRM Setup and Workflow Implementation
- Email Marketing Strategy
- Sales and Marketing Operations
- Technology Automation and Integrations

The Solution

Creation of an end-to-end CRM-driven process.

RPC recommended a technology stack aligned with inbound sales best practices. We also designed a custom lead generation and sales workflow process within the main CRM platform to supply Schoen with the lead intelligence and insights needed for proper follow-up.

E-mail segmentation and Campaign Execution.

Schoen used the buyer personas we created for him to further identify and harvest his ideal prospects. RPC's sales process experts worked with Josh to clean, centralize and properly segment his e-mail lists in campaign software.

Smart integrations.

We worked closely with Motionize to connect all of the various technology pieces together to ensure the e-mail campaign and CRM systems talked to each other. This work produced e-mail campaign results that met or exceeded industry-standard benchmarks.

The Results

- Top 15 competitor at ABA TECHSHOW
- Startup Alley 2021
- Tech stack integration revealed healthy pipeline of MQLs
- Motionize acquired by Syntheia in 2022

