CASE STUDY

rebelbranding

Small Business Lead Prospecting - Rebel Branding

About the business

Rebel Branding is a small marketing agency based in Royal Leamington Spa, Warwickshire, GB. The team works with SMEs which they provide with high-end branding services, spanning from market planning to strategy implementation, from advertising to design for web and print. In short, Rebel Branding covers no less but all the stages of business development consultation, together with the most important marketing services that a business needs, in order to launch and grow.

Issue

Rebel Branding recently created a new website for the business, that combines a clean and slick visual appearance with inviting calls-to-action. Once the design got its final touch, one core point was yet to be implemented - an effective lead generation method that would collect visitor enquiries and transfer them into a prospects database for the business' sales operations. Paul Matthews, the business administrator, knew that forms were the best fit and started investigating various form building solutions to achieve a professional output.

123ContactForm solution

The team tried a number of form generating services but none of them would meet their exact expectancies in terms of design and capabilities. At the point of giving up, they came across 123ContactForm. After a short conversation with the live support team, they knew they had found the right solution.

Lead generation forms created with 123ContactForm were inserted at the footer of each inside page of their website. The *Send* button and overall appearance of the form were customized to include graphic elements of the Rebel Branding logo.

Tools used and overall payoff

• Lead generation forms, submissions storage
• Theme customization

With the help of 123ContactForm, the website of Rebel Branding now has a simple and effective lead prospecting method. The forms were built at a fraction of the estimated cost. "Had I not found 123ContactForm, the closest alternative would have been to commission a developer to create a bespoke solution which would have been a more expensive option", Mr. Matthews states.

TESTIMONIAL

"The system of 123ContactForm is simple to use and allows non-technical people to create professional results. The customer support is excellent. All in all, using 123ContactForm saved us the upfront cost of hiring an experienced web developer to add forms to our website."

(Paul Matthews, Director of Rebel Branding) - www.rebelbranding.com

Summary

1 ISSUE → **2 SOLUTION** → **3 PAYOFF**

ISSUE	SOLUTION	PAYOFF
The new website of Rebel Branding needed forms as lead collection and prospecting methods. The team searched for an affordable form building solution that would also permit easy design customization.	123ContactForm provided the tools to build simple and effective forms for the footer of each page of the website. Forms blend with the visual appearance of the ensemble and help collect & manage all incoming leads.	The form building solutions of 123ContactForm helped make important money savings in the production. The team now breathes easy about managing the contacts on their website and is sure to never miss one lead.