GARAGE DOOR COMPANY CONVERTS 19.7% OF TEXT LEADS

HERE'S HOW LEADFERNO HELPED MID-ATLANTIC DOOR GROUP INC., AUTHORIZED DISTRIBUTORS OF OVERHEAD DOOR CORP., CAPTURE MORE LEADS AND CLOSE THEM FASTER

"After testing various options, Leadferno stood out as the simplest and most customer-friendly solution to allow prospects to text with us. With great results, we won't be looking back!"

Justin White
Vice President of Marketing
Mid-Atlantic Door Group, Inc.

CHALLENGE

CAPTURE MORE WEBSITE LEADS AND COMMUNICATE BETTER

Much like the garage doors they install and repair, leads should open and close smoothly. For Mid-Altantic Door Group, Authorized Overhead Door Corp. Distributors, making it easy for customers to reach out and get a fast response is key to winning more business.

This case study highlights how Leadferno's conversion and text messaging platform helped streamline communication, boost leads, and deliver an exceptional customer experience.

In an industry where quick replies and clear scheduling can make or break a repair or installation job, Leadferno has become a powerful tool.

Vice President of Marketing Justin White saw the need for faster, more flexible lead management—and found the perfect fit with Leadferno.
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"We needed a simple to use, professional solution to enable our staff to communicate with customers via text messaging—without being tied to an individual employee's personal phone number.

This way, even if a team member is out sick or on vacation, we can continue ***providing exceptional customer service*** *over texting without interruptions."* *shared Justin.*

Mid-Atlantic Door Group needed to add a communication channel that benefited their prospects, customers, and their team.

The Mid-Atlantic Door Group, Inc. consists of eight locations offering sales, installation, and repair services of commercial and residential grage doors in Maryland, DC, Virginia, and Pennsylvania.

HIGHLIGHTS

CHALLENGES

- Better calls-to-action
- Increase conversion
- Organize leads
- Fast lead response

SOLUTIONS

- Web-to-text widget for website conversions
- Shared messaging Inbox
- Features to make communication efficient, personal, and organized

RESULTS

- 19.7% conversion rate
- Over 3,000 SMS conversations
- Improved response times

SOLUTION

CONVERSION AND CUSTOMER EXPERIENCE POWERED BY TEXT

Mid-Atlantic Door Group was ready to take their lead management and communication to a new level, but couldn't afford the time to learn a difficult tool. Getting started with Leadferno quickly was exactly what happened.

*"Onboarding is a breeze! In under ten minutes, new users can be seamlessly added to Leadferno and guided through the process. **The app is simple and intuitive**, offering all the essentials without unnecessary complexity.*

Leadferno is intuitive, easy to learn, and our staff quickly became proficient in navigating it." shared Justin.

In garage door installation and repair, prospects search for an expert to help, land on their website and look to take a quick next step.

Adding Leadferno's Leadbox, a web-to-text widget, to the website (overheaddoors.com) placed an always visible call to action on every page of the website.

The company website lets visitors know they can schedule an appointment over text messaging and that they will get a quick reply.

The combination of a great website, offering text messaging for easy communication, and fast responses has Mid-Atlantic delighting their customers.
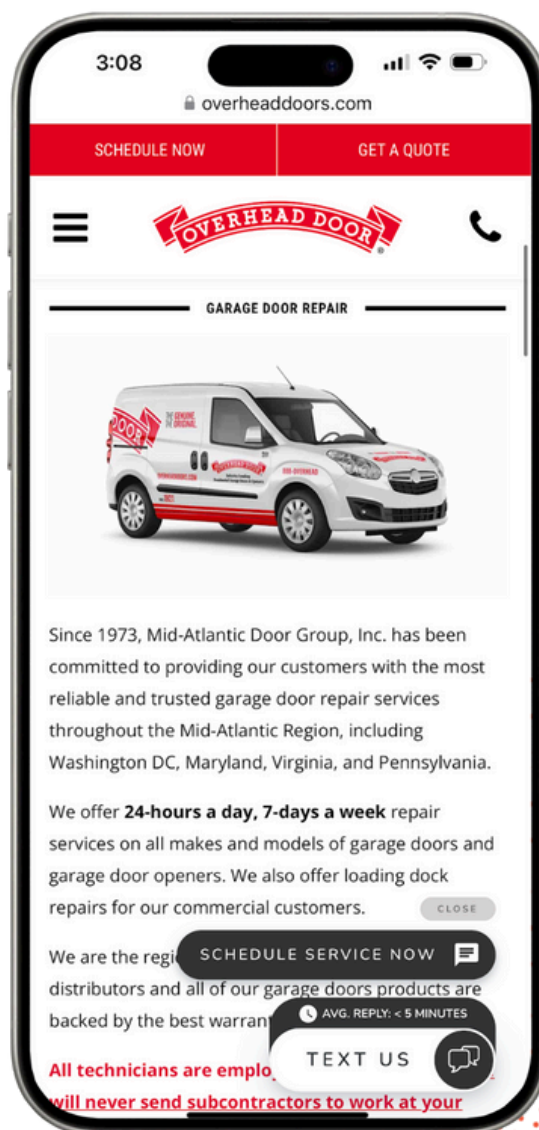
Adding text messaging to Mid-Atlantic Door Group's communication channels gave their customers an easier way to get help. Using Leadferno and it's robust set of business texting features allows Mid-Atlantic to manage SMS leads across 17 team members and 8 locations in one powerful shared Inbox.

"Every customer has unique communication preferences, and incorporating texting into our services has significantly enhanced our accessibility. For those who favor texting, this feature allows us to better meet their needs.

Beyond simply receiving messages, the ability to proactively reach out—whether to schedule appointments or request specific photos—has proven to be an invaluable advantage." shared Justin.

The results of adding Leadferno to the website provides a powerful conversion for prospects to reach out using SMS. The team can reply faster and easier with a powerful app to engage with customers.

"Offering text messaging right from our website has been incredibly beneficial for us. It gives us a quick and direct line of communication with new leads.

Several times, we've struggled to connect with customers by phone, only to send a quick text message and receive an instant response. This approach has proven invaluable for us to close leads!" shared Justin.

Leadferno brings **business grade features** to make texting and lead management efficient. One of the company's favorite features is the ability to receive photos from the customer of the garage door issue to be repaired.

"Texting is not only its own channel but a huge add-on to serving our customers. Many times, a customer calls in with a repair request, and we can quickly send a text asking for photos while they are still on the line.

*This **photo sharing over text** allows us to better assess their needs and provide an accurate quote. It streamlines the process for both the customer and us, 100 times faster than email." shared Justin.*

Send and receive **photos**, even when on a call with a customer, to better quote the needed repairs.
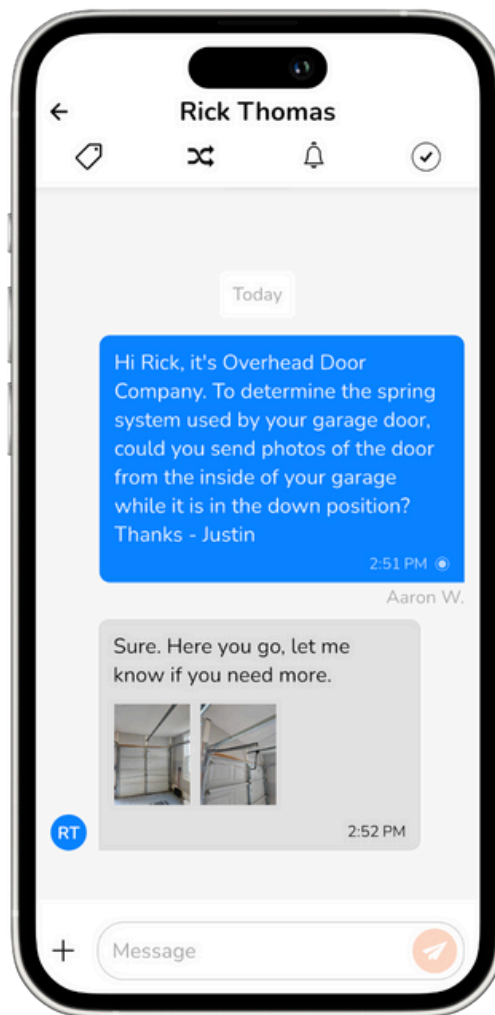
MID-ATLANTIC DOOR GROUP, INC. RESULTS
CLOSED 576 TEXT LEADS IN 12 MONTHS

"Leadferno has proven to be an invaluable advantage." Justin says.

Using Leadferno the past 12 months for conversion and SMS has helped Mid-Atlantic Door Group, Inc. achieve:

- 19.7% SMS lead conversion rate

- Over 3,000 text conversations

- Collaboration of 17 team users across 8 locations

- Improved response times

Leadferno powers Mid-Atlantic Door Group's website conversion and 2-way texting with the technology to support better processes. Auto replies, Lead Sources, Shortcuts, Scheduled Messages, Photos, Tags, Reminders, Transfers, Notes, and more combine to allow powerful and efficient lead management, workflows, and reporting.
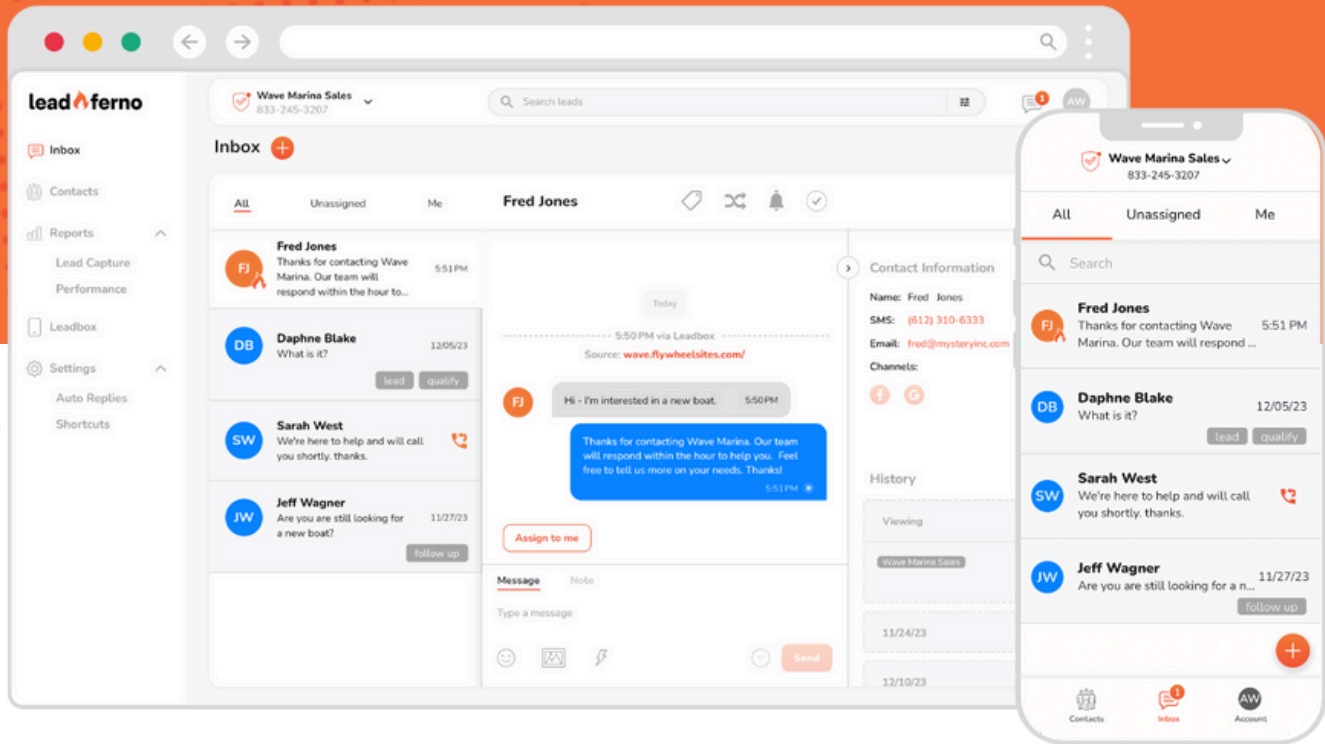
For Mid-Atlantic Door Group, Leadferno has been key in capturing and closing more leads.

OVERHEAD DOOR®
Mid-Atlantic Door Group, Inc.

"LEADFERNO STOOD OUT AS THE SIMPLEST AND MOST CUSTOMER-FRIENDLY SOLUTION TO ALLOW PROSPECTS TO TEXT WITH US."

lead🔥ferno

CLOSE MORE LEADS, FASTER

WIN RIGHT NOW

Leadferno is the **conversion platform** to boost your website leads and close more leads, faster.

Power your business communication with 2-way SMS and messaging tools to delight customers at speed.

- 2-way SMS
- Web-to-text widget
- Shared inbox
- Contacts
- Reporting
- Conversation history
- Web & mobile apps
- Landline, Toll-free & 10DLC numbers

- Scheduled messages
- Auto replies
- Saved reply Shortcuts
- Transfers
- Tags
- Photos
- Reminders
- Lead notifications
- AI

🔥 Integrations with Facebook Messenger, Google Business Profiles, Google Analytics, and Zapier