Hmlet - Salesforce Marketing Cloud Case Study

Customer Company Profile

Location: Singapore, Hong Kong, Tokyo, and Sydney
Industry: Co-living
Solution (s): Sales Cloud and Marketing Cloud
Go Live Date: 30th October 2019

Customer Overview

Hmlet is Asia's fastest-growing co-living company. Started in 2016 in Singapore, Hmlet provides homes and custom-designed spaces with an intention to simplify housing while bringing people together.

They also give access to monthly events such as yoga classes, book clubs and cocktail evenings, enabling users to get access to safe and secure homes at affordable prices.

Over the years, Hmlet has expanded rapidly and currently offers co-living spaces in Singapore, Hong Kong, Tokyo, and Sydney.

Given the nature of the business, Hmlet's fundamental objective is to generate leads and maintain a steady flow of new leads.

One of the lead generation strategies they implemented was replacing the traditional lead form with a [conversational chatbot](#). The idea behind this was to engage prospects and deliver a more personalized experience while boosting leads.

..and it did.

After installing the chatbot, they witnessed a 50-60% increase in leads. However, they didn't see it reflect in their conversion rates.

Hmlet needed help to bridge the wide gap between leads and sales and that's when Brew Interactive was brought onboard.

Solution

The objective given to us was to identify the reason behind this gap and develop a robust strategy to fuel conversions.

We studied their existing lead generation tactics and on delving deeper, we realized that the leads generated through the chatbot were predominantly marketing qualified leads (MQLs).

What's more, the chatbot acquired basic details from prospects such as their name, email address and phone number. This information was not enough for the sales team to engage with prospects, strike valuable conversations and convert them.

Due to this, it got difficult to convert the MQLs to sales qualified leads (SQLs). Here's what we did to boost conversions.

1. **Built a customer journey to make leads sales-ready**

In order to nurture leads and move them through the sales funnel, we built a customer journey using Salesforce Marketing Cloud's Journey Builder tool.

The goal of this journey was to convert MQLs into SQLs. Every step was engineered basis behavioral data to drive engagement and conversions.

Customer journey to move prospects down the sales funnel

Let's take a detailed look at this journey - once a prospect shows interest, they are sent an email, thanking them for their interest with a 'secure booking' call-to-action.
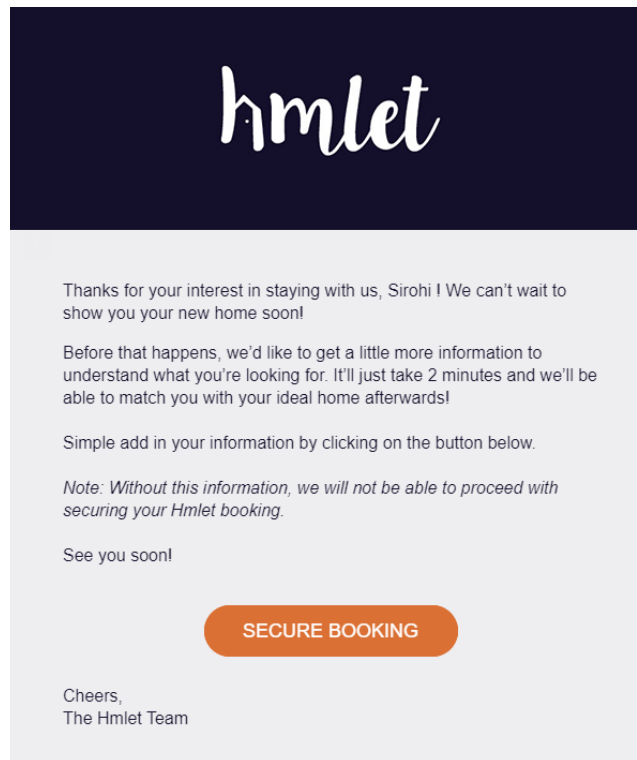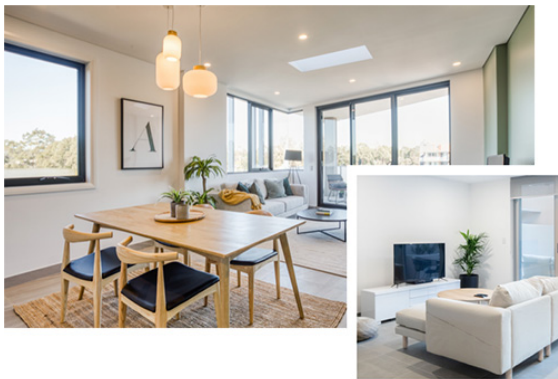

Thank you email

On clicking 'secure booking', they are directed to a landing page posing a lead form. Apart from the basic details, this form intends to capture vital information such as move-in date, duration of stay and budget.

Landing page asking for additional details

Once they share this information, it's captured in the database which can be accessed by the sales team. They now have the information they need to contact leads, personalize the conversation basis the data they have and offer value, guiding them down the sales funnel.

Here's an example of a lead that's filled the form. One look at this exactly tells the sales representative what this lead is looking for, making it easier for them to convert him/her.

Lead Detail

|			
Lead Record Type	Singapore	Lead Owner	Joanna Alicja
Name	Mauricio Manzato	Lead Status	Sales Lead
Email		Company	
Mobile		Age Range	29-35
Phone		Requested Room Type	Master
Budget	2,000 - 3,000	Required Building Facilities	
Duration of Stay	7 - 12 months	What kind of place would you like?	I am happy to share the kitchen and the lounge area
Move in Date	01/11/2019	Lead Channel	Website
Booking Date		Custom Country	Singapore
Event Date		Landing Page URL	
Reason for Remarket		Test Record	☐
		GDPR Consent	☐

Lead details

Those who did not take action after receiving the first email were sent a reminder email after a 3-day wait period and then a final reminder email was sent after 4 days to those who still hadn't taken the desired action.
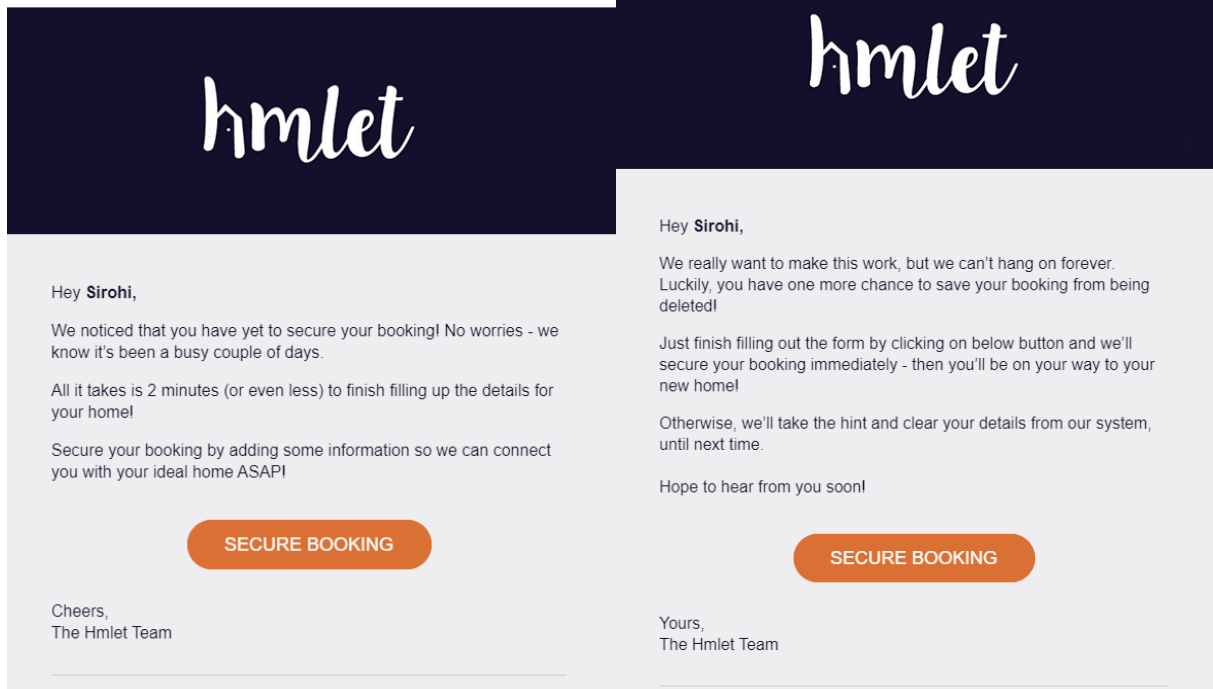
Second reminder email   *Final reminder email*

This is what the journey looked like -
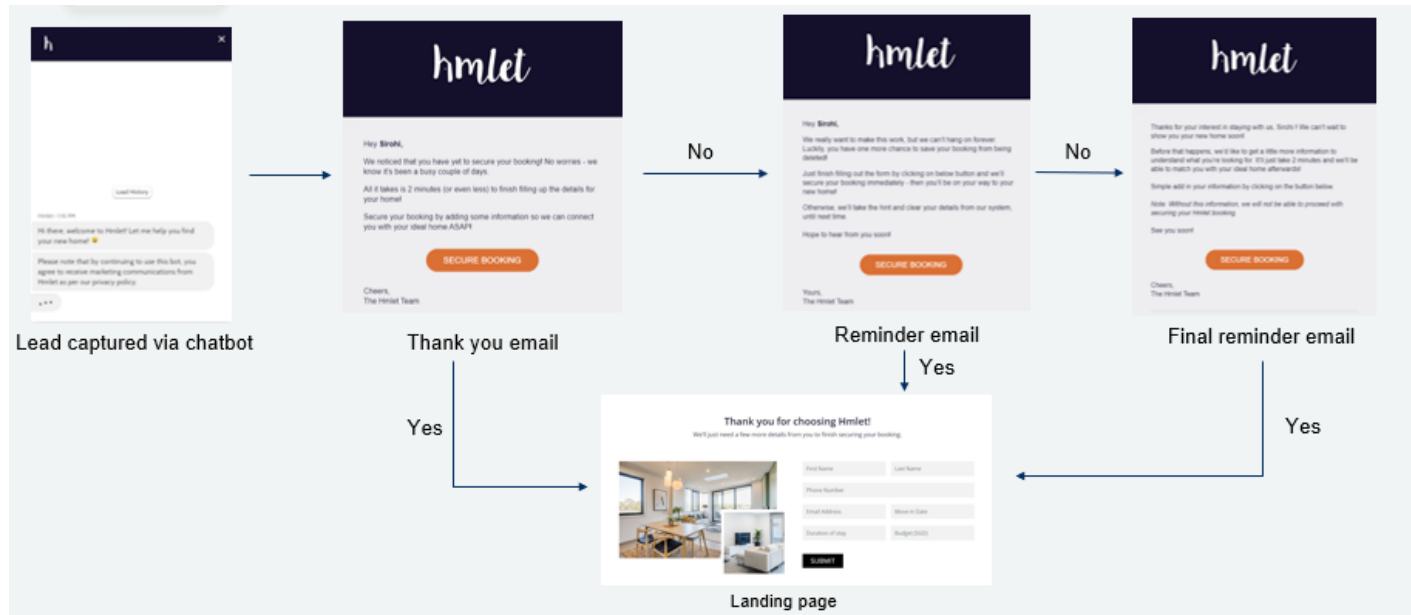
2. **Built a remarketing campaign customer journey**

Hmlet's business model is such that the sales team can only engage leads if their move-in date is within 30 days.

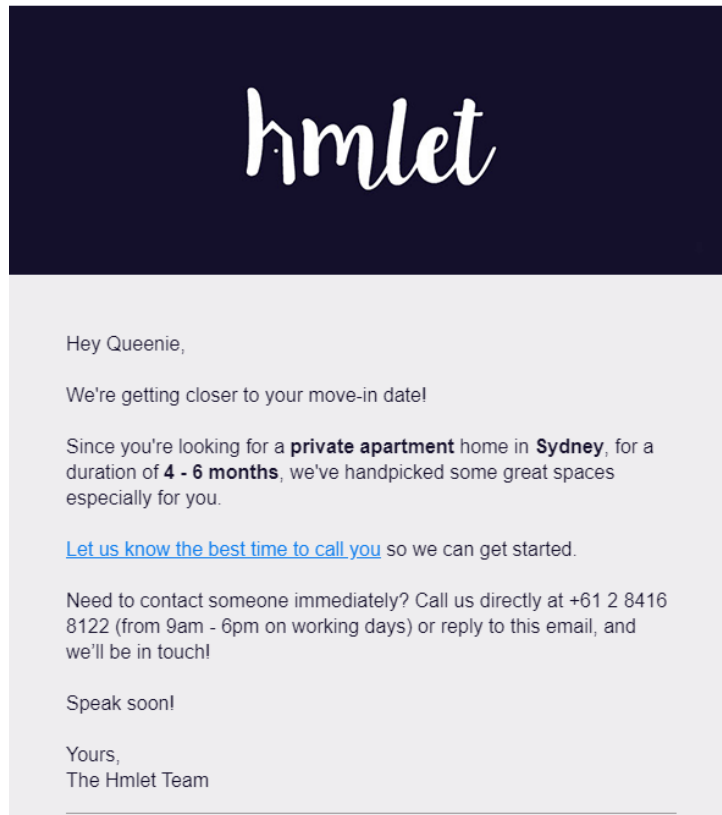| Move in Date ↓	Duration of Stay	Budget
01/01/2023	More than 12 months	900 - 1,200
08/12/2022	More than 12 months	3,000 - 4,000
17/08/2022	More than 12 months	1,200 - 1,500
26/07/2022	More than 12 months	900 - 1,200
28/02/2022	More than 12 months	2,000 - 3,000
04/02/2022	More than 12 months	3,000 - 4,000
01/01/2022	More than 12 months	3,000 - 4,000
01/01/2022	More than 12 months	2,000 - 3,000
01/01/2022	More than 12 months	1,500 - 2,000
12/12/2021	4 - 6 months	3,000 - 4,000
27/11/2021	More than 12 months	4,000 - 5,000
01/11/2021	7 - 12 months	1,500 - 2,000
01/09/2021	7 - 12 months	3,000 - 4,000
01/07/2021	More than 12 months	900 - 1,200

This meant that all those who recorded a move-in date more than 30 days could not be approached immediately and nor did it make sense for the sales team to have to remember to follow-up with them as their move-in date approached.

In order to save the sales team's time and not dampen their productivity, we built another customer journey centered around remarketing those leads in order to not miss any opportunity.
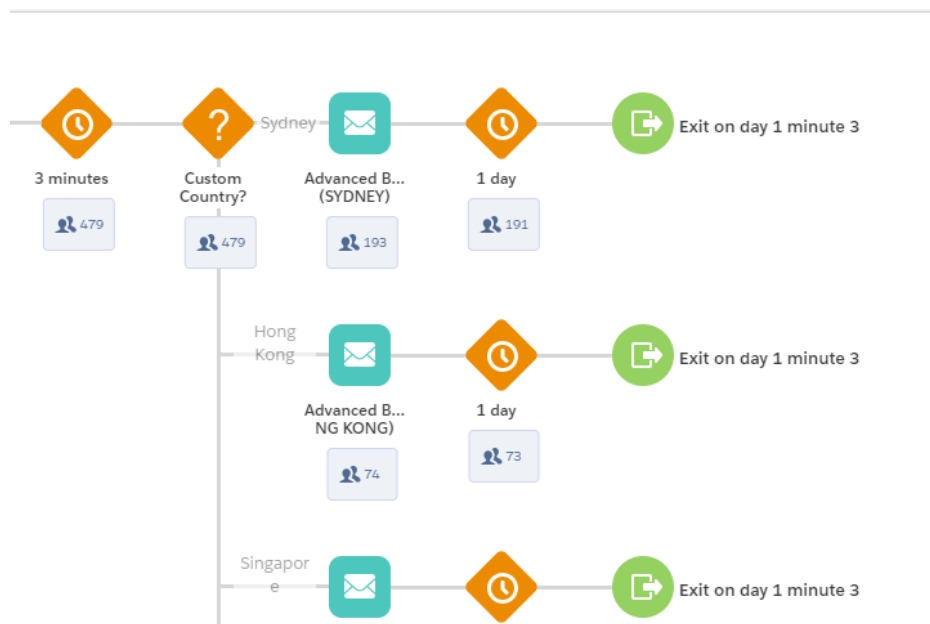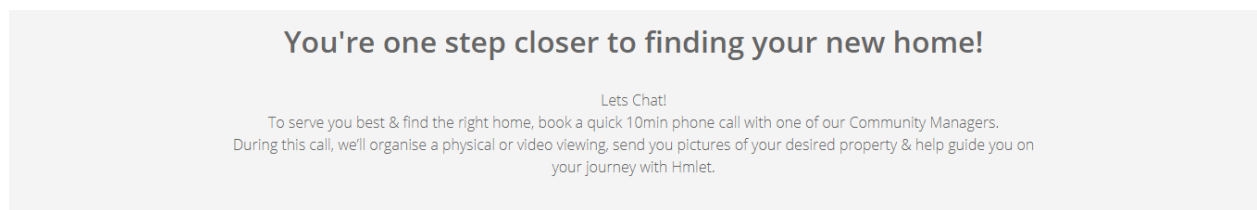

Customer journey to remarket leads

As per this customer journey, as the move-in date approaches, the prospect is sent an email, asking them to schedule a call with the sales team.

Hey Queenie,

We're getting closer to your move-in date!

Since you're looking for a **private apartment** home in **Sydney**, for a duration of **4 - 6 months**, we've handpicked some great spaces especially for you.

Let us know the best time to call you so we can get started.

Need to contact someone immediately? Call us directly at +61 2 8416 8122 (from 9am - 6pm on working days) or reply to this email, and we'll be in touch!

Speak soon!

Yours,
The Hmlet Team

Email asking to schedule a call

On clicking the link, they are directed to a landing page which lets them pick a date and time for the call, as per their convenience.
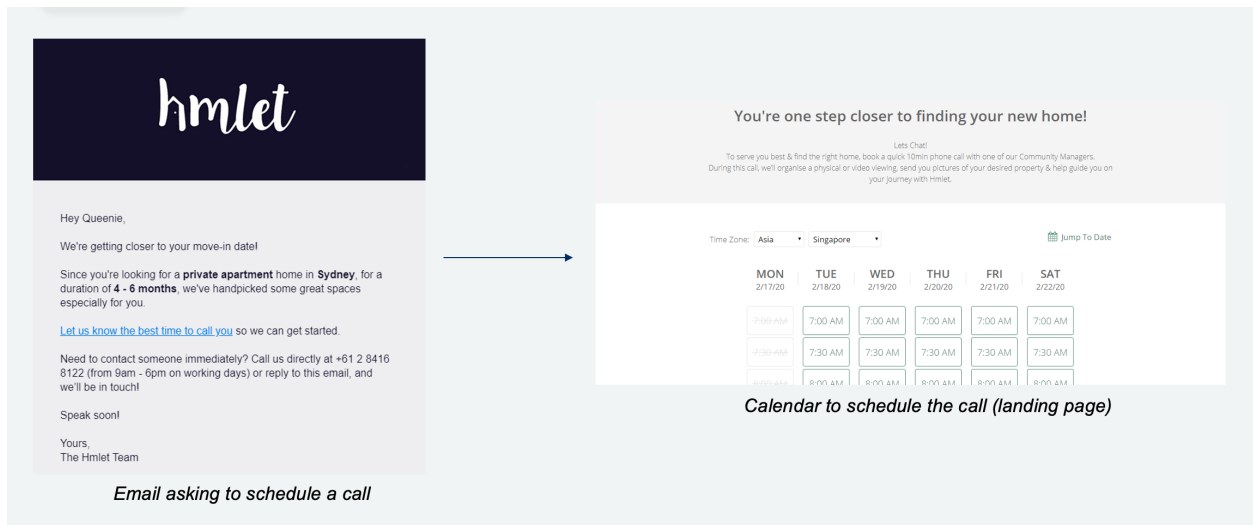

You're one step closer to finding your new home!

Lets Chat!
To serve you best & find the right home, book a quick 10min phone call with one of our Community Managers.
During this call, we'll organise a physical or video viewing, send you pictures of your desired property & help guide you on your journey with Hmlet.

Time Zone: Asia ▼ Singapore ▼   🗓 Jump To Date

MON 2/17/20	TUE 2/18/20	WED 2/19/20	THU 2/20/20	FRI 2/21/20	SAT 2/22/20
7:00 AM	7:00 AM	7:00 AM	7:00 AM	7:00 AM	7:00 AM
7:30 AM	7:30 AM	7:30 AM	7:30 AM	7:30 AM	7:30 AM
8:00 AM	8:00 AM	8:00 AM	8:00 AM	8:00 AM	8:00 AM

Calendar to schedule the call

By automating this crucial process, the sales team was able to keep track of all those who needed to be reached out to when the time came while capitalizing on every opportunity to convert them.

Journey Summary

Email asking to schedule a call

Calendar to schedule the call (landing page)

Results

1. 67% Increase in MQL to SQL Conversion
2. 28% Increase in Lead to Sale Conversion
3. 3-month Campaign