



SCULPT GARDENS - CASE STUDY

**I am loving the new system
and it has already earned me
money. Very happy...**

automate | AI | systems | data-informed decisions

Overview - implementing Hubspot CRM and Automated Pipeline

Sculpt Gardens, a leading landscape design and construction company in New Zealand, was struggling with disorganized customer relationship management (CRM) and inefficient sales and marketing processes. They needed a robust, integrated CRM system to streamline their operations, improve customer interactions, and drive business growth.

Challenges

- 1. Disorganized Customer Data:** Sculpt Gardens had fragmented and unstructured customer data, making it difficult to track interactions and manage relationships effectively.
- 2. Inefficient Sales Processes:** The sales team faced challenges with manual tracking and follow-ups, leading to missed opportunities and lost sales.
- 3. Lack of Marketing Automation:** Their marketing efforts were not effectively reaching potential customers due to the lack of automation tools.
- 4. Reporting and Analytics Gaps:** The company lacked insights into their sales and marketing performance, hindering data-driven decision-making.



“Now I have a system that automatically reminds me to contact clients and follow up each year - due to this, work then easily flows. They always say it is easier to get business from existing clients than new.

I have one place that holds all the information about my clients - I can segment them into different groups and write targeted emails which are super relevant.

All the new leads into my business either from emails or my website come into one place - no one gets missed.”



CLAIRE TALBOT

FOUNDER - SCULPT GARDENS

Solution Implementation

To address these challenges, I implemented HubSpot CRM tailored to Sculpt Gardens' specific needs.

1. HubSpot CRM Setup

- Centralized Customer Data: Integrated HubSpot CRM to consolidate customer data, providing a single source of truth for all customer interactions.
- Custom Pipelines and Stages: Developed customized sales pipelines and stages to reflect Sculpt Gardens' sales process, ensuring accurate tracking and management of leads.

2. Sales Automation

- Automated Follow-Ups: Set up automated follow-up sequences for leads and customers, ensuring timely and consistent communication.
- Task Automation: Automated routine tasks such as data entry and reminders, freeing up the sales team to focus on high-value activities.

3. Marketing Automation

- Email Campaigns: Created automated email marketing campaigns to nurture leads and keep existing customers engaged.
- Lead Scoring: Implemented lead scoring to prioritize high-potential leads for the sales team.

4. Advanced Reporting and Analytics

- Custom Dashboards: Developed custom dashboards to provide real-time insights into sales and marketing performance.
- Detailed Reports: Generated detailed reports to track key metrics such as lead conversion rates, sales cycle length, and campaign effectiveness.

Results

The implementation of HubSpot brought substantial benefits to Sculpt Gardens:

- 1. Streamlined CRM:** Centralized and structured customer data improved the management of customer relationships and enhanced the overall efficiency of the sales team.
- 2. Increased Sales:** Automated follow-ups and task management led to a higher conversion rate and boosted sales.
- 3. Effective Marketing:** Automated marketing campaigns reached the right audience, increasing engagement and lead generation.
- 4. Data-Driven Decisions:** Advanced reporting and analytics provided actionable insights, enabling better strategic decisions and continuous improvement.

By implementing HubSpot and providing expert services, Sculpt Gardens successfully optimized their CRM and sales processes, achieving significant efficiency gains and business growth. This case study highlights the impact of leveraging the right technology to drive business success.

**Ready to get
started?**



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