

CASE STUDY

How NationSwell used SpikeHero to increase lead generation quality by 80%



CLIENT

NationSwell champions solutions to America's problems and supports the people making them.

**NATION
SWELL**

OVERVIEW

NationSwell is a diverse membership community of the nation's leaders, committed to accelerating impact across all levels of society. Our goal was to reach a highly-specific target audience using our automated tools and full-stack service. Our innovative approach included a custom dashboard to track conversions, responses and sales.

CHALLENGES & GOALS



Increase membership to the NationSwell council from more civic organizations, think tanks and individuals



Increase exposure for their initiatives and programs nationwide



Increase registrations and attendance for their virtual events and webinars



Grow their network across America from all social impact & purpose-driven organizations

OUR SOLUTION

SpikeHero – a powerful community platform and virtual assistant, researched and created a database of target prospect leads to connect with on LinkedIn and other social channels with personalized messages. Our dedicated sales development team responded to every connection in a timely manner with targeted messages, emails and social content, setting up meetings for the client sales team.



THE RESULTS

Growth & Impact

During the campaign, NationSwell saw:

4,220

INVITATIONS SENT WITH
57% CONVERSION RATE

185+

MEETINGS
SCHEDULED

27%

RESPONSE
RATE

18%

SALES CONVERSION
RATE

SpikeHero helped NationSwell focus on their team's critical sales activities & conversations with target leaders to progress their programs & initiatives.

TESTIMONIAL

"7 Knots Digital has helped us build our community of the nation's top leaders and heads of social impact at speed. Our dedicated development rep, Jennilee, increased engagement between us and this special, diverse group of leaders to share, explore, experience, and accelerate programs and initiatives to Build Back Better. As a result, we drove more meetings, sales, attendees and revenue and were able to see actionable insights and performance metrics throughout our campaign. You all made 2020 member growth come together, we really appreciate it."



NICOLE NAVRATIL
Chief Operating Officer
NationSwell