Growbots

CASE STUDY

2 hrs

to onboard a new client and launch the first campaign

2 hrs/day

1 person running outbound campaigns for 8 clients

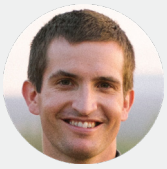
6 hrs

from the first email sent to the first appointment

Looking for scalable systems

Daniel Kirk had mastered his outbound sales craft “on the job” - while co-founding two successful companies. After that journey, he decided to start his own B2B growth agency, Kirk & Co., to share his experience with other entrepreneurs.

We met him when he was just ramping up his operations. At that time, just like most people in the industry, he was using a virtual assistant to source prospect data for his clients’ outbound campaigns - but that solution was far from perfect.



"Managing somebody was stressful. Making sure the quality was there. Making sure they understood the requirements. Just the stress of having to manage all that and being responsible for it, was a big pain, a time-suck and also ate into my margins."
Daniel Kirk, Founder, Kirk & Co.

Being highly focused on efficiency, he knew that he needed to do something differently.

> ***"If we want to be lean in our business and efficient with our resources, we need scalable systems."***
> - Daniel Kirk

Love at first sight

> ***"Instantly, I knew that this type of solution is the future. There's no more managing data, managing spreadsheets, managing people - all that stuff. The email system is really sweet too. It was all right there. It was a mind blowing solution for me."***
> - Daniel Kirk

When Daniel started using Growbots, he was amazed that Growbots brought all the pieces needed to run outbound campaigns under one roof. Combination of a huge database of prospects with an email automation solution allowed him to drastically increase his efficiency.

On top of that, he was able to utilize the "Mother-Daughter accounts" functionality that allows agencies to easily manage their client's accounts and switch between those without re-logging.

> ***"The biggest thing for my job is the all-in-one aspect of the solution - having to manage fewer solutions and going to fewer tabs. That's the issue with scaling - you have 20 clients and they all need the same thing. What if you had to open up 5 different tabs for every single client?"***
> - Daniel Kirk

Daniel knew that cold-calling is not scalable without hiring more people. On the other hand, a solution with a strong focus on automated email allowed him to reach thousands of prospects and hop on calls only with interested ones.

> ***"It's still the only way that can bring this sort of messaging to scale, in an efficient way - without tens of staff doing it."***
> - Daniel Kirk

His life now

Daniel is a huge believer in the "4-hour work week" concept. He currently works with 20 clients (for 8 of those he's running outbound campaigns using Growbots) and manages to organize himself in a way that most of his work gets done in **2 hours in the morning.**

> ***"People think that cost and investment only have to do with money, but I'm more concerned with time. How can I serve 20 plus clients all at once, as efficiently as possible, not wasting a second anywhere?"***
> - Daniel Kirk

Usually, people working with growth agencies complain that it takes ages to see any results - that's certainly not Daniel's case. It takes him **up to 2 hours to set up a new client** in Growbots and the results are often instant - the very first client he onboarded with Growbots closed a deal on the first day.

> ***"Within 6 hours of the first email sent, they had somebody hop on a call and sign a $8,000 deal."***
> - Daniel Kirk

That's great, but what's the ROI?

To this day, Daniel is running his operations single-handedly thanks to the automated process he implemented. And his business results prove that he took the right path:

> ***"For my peers, it usually takes 5 to 8 people on staff to reach the sort of revenue I made last year. The very first year I used Growbots, my ROI on the system was 65x. And it's only gone up from there."***
> - Daniel Kirk

He has no doubt that an all-in-one outbound sales system is a game-changing investment for every lead generation agency.

> ***"If you sell it to an agency, which can then use it for all their clients - there is no way they cannot 10x that investment if they do things right."***
> - Daniel Kirk