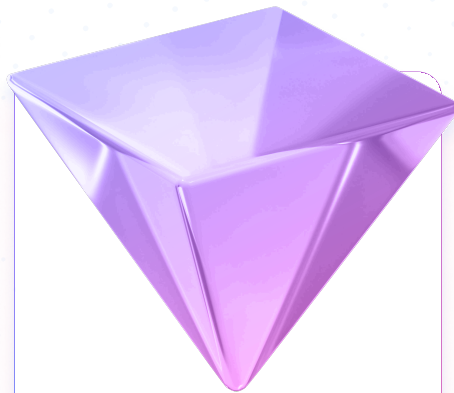


From Friction to Flow: GrowthMatch's Journey to Better Lead Conversion

A Reform Custom Form Implemented by FunnelEnvy



Increased inbound lead conversions



Improved lead quality



More efficient sales calls

GrowthMatch

"FunnelEnvy did a great job improving our conversion forms. They work quickly and don't need their hand held. They have a ton of experience and we'll definitely be working with them on an ongoing basis."



Shelby Stephens
CEO, GrowthMatch

Summary

GrowthMatch provides video content creation services for growth teams, helping companies leverage their internal subject matter experts to make content that drives brand awareness, thought leadership, inbound, and sales support.

To enhance their inbound lead conversions, GrowthMatch partnered with FunnelEnvy to develop a Reform custom lead capture form on their website.

This new form replaced a plain HubSpot calendar widget and was designed as a multi-step form that:

- Better understands the prospects' goals
- Captures lead information
- Integrates meeting scheduling
- Connects with HubSpot

The form significantly improved lead conversion rates and allowed the GrowthMatch sales team to have more streamlined discovery calls.



About GrowthMatch

Use Case

Qualification, lead capture, appointment scheduling



Industry

B2B Services



Website

growthmatch.com



Service

Thought leadership video content creation



Region

Americas

Challenges

Ineffective Lead Capture Leading to High Bounce Rates and Poor Sales Calls

GrowthMatch faced several challenges with their lead capture process:

1

Inefficient Lead Capture

The original process required prospects to fill out a HubSpot calendar widget, creating higher friction and resulting in inefficient lead capture.

2

High Bounce and Exit Rates

Visitors often encounter a calendar immediately upon landing, which can be perceived as too demanding or premature, leading to higher bounce and exit rates.

3

Inefficient Sales Calls

The lack of captured prospect information, including specific pain points and goals, made initial sales calls less effective due to a lack of clear understanding of what prospects need from the outset.

GrowthMatch

Let's talk!

We'll explain how GrowthMatch works (and our pricing) so you can decide if we're a good fit

The screenshot shows a lead capture form for GrowthMatch. On the left, there's a calendar for April 2024 with the 12th selected. Above the calendar is a circular logo with the text 'GROWTHMATCH' and the instruction 'Choose a date and time to speak with us:'. On the right, there's a section titled 'Meeting duration' with a dropdown menu set to '30 mins'. Below that, a section titled 'What time works best?' shows 'Showing times for April 12, 2024' and a list of time slots: 7:15 pm, 9:00 pm, 9:15 pm, 9:30 pm, 9:45 pm, 10:00 pm, and 10:15 pm. The location is set to 'Europe/Sofia'.

The Solution

A multi-step, guided experience integrated with HubSpot

To address these challenges, FunnelEnvy implemented a multi-step custom form leveraging best practices in lead generation.

The form consists of four sequential steps:

- What are you looking for help with?** A screen with the heading "Choose all that apply" and four radio button options: "Improving the effectiveness of our content", "Scaling our thought leadership", "Creating video content", and "Coming up with topics to talk about". A yellow "Next Step" button is at the bottom.
- Tell us about yourself** A screen with fields for "First name" (Jane), "Last name" (Smith), "Email" (jane@example.com), and "How did you hear about us?". A yellow "Request Demo" button is at the bottom.
- Let's talk!** A screen showing a calendar for May 2024. A meeting is scheduled for Thursday, May 30, 2024, at 5:30 PM. The meeting is with Shelby Stephens.
- Let's talk!** A confirmation screen titled "Your information" showing the scheduled meeting details: Thursday, May 30, 2024 5:30 PM. It includes fields for "First name" (Lily), "Last name" (Kambourava), "Your email address" (lilyano@funnelenvy.com), and "How did you hear about us?" (Insta). There are "Back" and "Confirm" buttons.

1: Prospect Goal Identification

The form starts by asking prospects about their goals, such as improving content effectiveness, scaling thought leadership, creating video content, or generating content topics. This initial question helps engage prospects without immediately asking for personal information.

This screenshot shows the first step of the form overlaid on a GrowthMatch landing page. The landing page has the heading "Start producing great content consistently and affordably" and a "Schedule an intro call" button. The form step is titled "What are you looking for help with?" and has the same four radio button options as the first step in the sequence.

2: Personal Data Collection

After identifying the prospect's goals, the form captures personal data and submits it to HubSpot. The integration with HubSpot preserved all tracking parameters, enabling proper lead attribution to channels and campaigns.

This screenshot shows the second step of the form overlaid on a GrowthMatch landing page. The landing page has the heading "Start producing great content consistently and affordably" and a "Schedule an intro call" button. The form step is titled "Tell us about yourself" and has the same fields as the second step in the sequence.

3: Integrated Meeting Scheduling

Finally, the form displays a calendar widget for scheduling an introductory call, reducing drop-offs and streamlining the scheduling process.

This block contains two screenshots showing the integrated meeting scheduling process. The first screenshot shows the third step of the form overlaid on a GrowthMatch landing page, which includes a calendar widget for scheduling a meeting. The second screenshot shows the fourth step of the form, which is a confirmation screen titled "Let's talk!" showing the scheduled meeting details.

The Results

More leads and more effective discovery calls.

The new form provided GrowthMatch with a more interactive and guided form experience, leading to higher lead capture rates and better-quality leads. By understanding the leads' goals upfront, GrowthMatch was able to conduct more effective discovery calls, positioning them for greater success in their paid campaigns.



FunnelEnvy did a great job improving our conversion forms. They work quickly and don't need their hand held. They have a ton of experience and we'll definitely be working with them on an ongoing basis.



Shelby Stephens
CEO, GrowthMatch

GrowthMatch



Interested in Reform Custom Forms by FunnelEnvy?

If you'd like to learn more about how a customized form solution can improved your lead generation efforts and increase your qualified lead conversions, get in touch with us today!

[Get Started Now](#)

