



## OVERVIEW:

Enable Me is on a mission to improve quality of life and promote independent activity through innovative lifestyle solutions. Their flagship product is the Independence Chair™ by VELA.

Their target markets are individuals, loved ones, and employers of individuals who have limited mobility and require assistance to get around during their daily activities. With key features such as active foot propulsion, a safety locking system, and easy height adjustment, they help those striving to restore a sense of freedom and autonomy after a diagnosis of illness or injury.

## UHURU PROGRAMS:

- **Strategy Engagement**
- **Business Advantage**
- **Sales Enablement**

## TOOLS:

- **HubSpot Sales and Service**

## CHANNELS:

- **Wordpress**
- **HubSpot**
- **Facebook**

# Case Study



## PROBLEM:

Enable Me engaged Uhuru to generate leads through digital advertising, nurture those leads with strategic workflows, and train their sales team to close the leads.



## SOLUTION:

Uhuru created a PPC (pay-per-click) strategy to target consumers at every stage of the buyer's journey.

- **Awareness** – each top-of-the-funnel (ToFu) content offer targeted e-commerce platform users on Facebook and Google AdWords. We served each buyer persona content based on which services would best suit their needs.
- **Consideration** – once visitors were familiar with Enable Me, we retargeted them with compelling middle-of-the-funnel (MoFu) content offers like ebooks and how-to guides geared toward their specific persona needs.
- **Decision** – the bottom-of-the-funnel (BoFu) stage worked as the final push for the leads to request a consultation and speak with a sales representative.



## RESULTS:

Uhuru's efforts resulted in a volume of 1,000 leads per month at a CPA of \$10 per lead. This lead volume helped fill their sales pipeline and resulted in an expansion of their internal sales team. Uhuru's continued support in sales enablement more than doubled their closed deals by September 2020.

Thanks to our agile framework and replicable strategies, we are on track to quintuple Enable Me's closed deals.

**Cost per acquisition: \$750 per closed-won deal (Deals range from \$4k to \$10k+).**

