

WP Masters Case Study



2023

SALES LIFT  STUDIO

What is WP Masters?



Thijs Verhoeven - Owner of WP Masters

**We help brands become
online legends**

WP Masters is specialized in designing and building **online solutions** that make customers more successful online.

WP Masters began as a WordPress development company and continues to be rooted in this core competency.

However, the expertise of Thijs Verhoeven, the owner of WP Masters, lie primarily in the marketing field, leading to a natural expansion into marketing services.

To support this growth, the company hired talented marketing professionals and started offering social media campaigns, advertising campaigns, and other marketing services.

Today, WP Masters offers a wide range of services, from online strategy and website design to marketing and communication management, and even app development, positioning them as a **leading provider of WordPress development and marketing solutions.**

Their personal approach and comprehensive range of services have enabled them to establish **long-lasting partnerships** with their clients, who often choose to continue working with WP Masters for years to come.

The story of WP Masters & Saleslift Studio's partnership

WP Masters previously hired someone to increase client acquisition but the experiment was not successful.

The company received no response from potential clients and the sales team was not effective enough to satisfy their ambition. Which let them struggling to acquire new clients and increase revenue.

Thus, collaborating with a valuable partner such as Saleslift Studio would offer them plenty of benefits, such as:

- **Reliable contacts from lead generation**
- **Faster sales growth**
- **Fewer costs**
- **Higher efficiency**



Therefore, WP Masters switched to partnering with SalesLift Studio to acquire new clients and reach their objectives. The partnership has now been company has been using SalesLift Studio for almost a year and has seen positive results.

Additionally, WP Masters could effectively obtain an advantage over their competitors by progressing toward their sales objectives while concentrating their internal resources on other important tasks, propelling their business forward.

EVOLUTION OF THE APPROACH

At first, the strategy was to reach out to prospects by sending emails about analysis conducted on the websites and areas of improvement. But most of the responses were limited to just asking for advice without further engagement.

To address this, after a statistical analysis of what was successful or not, of the structure, of the calls to action, etc, Saleslift Studio changed its approach to communicating the improvements they noticed on the website while also inquiring if the recipient was interested in advancing the relationship. This change resulted in **positive replies and productive appointments**.

Additionally, Saleslift Studio leverages **bespoke material**, such as internal stories from WP Masters, in its outreach efforts. Regular **monthly meetings** between the teams ensure a seamless execution of the campaigns and **optimal alignment** with the brand.

“Getting new businesses is not difficult, as our service is in high demand. However, keeping a steady stream of clients requires putting in the dedication and time, and that's where Saleslift Studio comes in with the right techniques to make it happen.”

SUCCESS OF THE PARTNERSHIP

Saleslift Studio has achieved **impressive results** in bringing on board new clients, contributing to a staggering **25% of WP Masters' overall business portfolio**.

This growth is ongoing, and the campaigns continue to deliver **an average of 6 meetings per month** with a diverse array of companies across various industries.

One notable meeting was with RanMarine, a startup dedicated to removing floating pollution and restoring marine environments through innovative technology.

The Saleslift Studio approach enabled WP Masters to reach out to **industries** they had **not previously considered**.

This partnership highlights the impact and effectiveness of Saleslift Studio in **expanding the scope of prospects** for new businesses.

Future of WP Masters

In the future, the company is focusing on Web design and aims to create custom websites for various markets. Currently, the company operates in a high-end market, thus, to accommodate the needs of smaller companies, the company is **working on developing a more modular website** that will be more affordable in the current economic climate.

WP Masters has a team of 16 employees and plans to expand to 20-25 people. The company values its small team dynamic and close-knit atmosphere, and wants to maintain this even as it grows. To achieve this, WP Masters plans to **expand through outsourcing** instead of increasing its headcount.

WP Masters currently generates 90% of its business in the Netherlands, with the remaining 10% spread across Germany, England, Belgium, and the USA. Although the Dutch market is strong for the company, WP Masters is exploring the possibility of **expanding into Belgium, France, and Germany to broaden its reach.**

Building on the **successful partnership and the satisfaction of WP Masters** with the services offered, Saleslift Studio will remain dedicated to its core offerings, including the creation of extraordinary websites. The goal is for Saleslift Studio to play a significant role in generating new businesses, accounting for 50% of the total. WP Masters, in turn, intends to bolster its sales efforts by bringing on additional personnel, including project managers, to support the follow-up process for appointments originating from Saleslift Studio.



S A L E S L I F T  **S T U D I O**

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