

Turning Cold Leads Into Conversations with AI-Powered SMS Campaigns

Industry: Professional Services

Engagement Length: 5 Months

Primary Objective: Reactivate dormant leads and improve pipeline movement

The Situation

The company had hundreds of inactive leads sitting in their CRM:

- No structured follow-up
- No reactivation campaigns
- Manual outreach was inconsistent
- Sales team focused only on new inquiries

Opportunity existed – but remained untapped.

Strategic Implementation

Aura deployed a **hybrid Marketing + AI SMS system** to systematically engage dormant leads.

1. Lead Reactivation Campaign

- AI-powered personalized SMS outreach
- Automated follow-up if no response
- Smart branching replies based on lead interest

2. Voice Drop Campaigns

- Pre-recorded, personalized voicemail drops
- Direct callback prompts
- Follow-up SMS sequence to maintain engagement

3. Pipeline Tagging & Reporting

- Re-engaged leads tagged automatically in CRM
- Hot leads routed directly to the sales team
- Weekly performance reports for optimization

The result: **leads were engaged automatically**, converting cold prospects into active conversations.

Results After 5 Months

- **21% response rate** from dormant leads
- Noticeable increase in qualified sales conversations
- Shortened sales cycle due to immediate SMS engagement
- Recovered revenue from previously inactive contacts

Business Impact

The company unlocked revenue from leads it already paid to acquire.

AI SMS & Voice didn't replace the sales team – it **amplified their efforts**, converting leads faster and more efficiently.

Performance Snapshot

Here's a numeric view of the measurable impact after 5 months.

