

How to Drive Dollars Using Hatch

Our Main “Buckets”



Lead Engagement

Engage new leads right when they come in to your CRM or from a lead source.

Popular Strategies

Instant Lead Engagement

Follow up immediately with any Lead Source such as a Web Form or HomeAdvisor.

Hatch Chat

Engage any customer that comes onto your website through text.

Homeshow / Conference Leads

Engage leads that came in through a homeshow or conference with special messaging geared towards their needs.



Data Mining

Re-engage old leads that might not have purchased, or put their project on hold.

Popular Strategies

Upsells

Target won/partials, partially sold jobs, and current customers.

Dead Leads

Reach out to old quoted customers that didn't buy from you and see if they are still in the market

Cancelled Appointments

Reach out to old canceled appointments



Sales Follow Up

Keep your business top of mind by continuously following up after appointments are run

Popular Strategies

Rehash

Follow up within 48 hours with customers that have been quoted.

Cancelled Appointments

Follow up within 24 hours with customers that canceled appointments.



Customer Experience

Provide a good customer experience by providing updates on installation or asking for reviews.

Popular Strategies

Reviews

Ask satisfied customers to review you on Google My Business or Facebook.

Schedule Installation / Appointment Reminders

Send your customer reminder texts about an upcoming appointment or installation.