



APEXVIRTUE

Apexvirtue

Apexvirtue : Automation Solutions Portfolio



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3. Lead Capture → Qualification → Nurture



CLIENT CHALLENGE

Agencies, coaches, and SaaS businesses often face the same bottlenecks:

- Leads are collected from forms but not qualified quickly.
- Manual lead scoring wastes sales team time.
- Lack of data enrichment (e.g., missing job title, company info).
- Leads slip through the cracks without timely follow-ups or nurturing.

This results in low conversion rates, wasted ad spend, and sales pipeline inefficiency.



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OUR SOLUTION

We designed an intelligent lead automation workflow that captures, qualifies, and nurtures leads instantly:



New leads from forms or landing pages are instantly captured.



Lead details are automatically cleaned, stored, and synced with Sheets and a unified lead profile is created



Automatically fetches enriched data (e.g., company, role, location) to complete missing fields.



Based on rules (e.g., role, company size, region), leads are scored and prioritized.



Qualified leads receive instant personalized messages (email + WhatsApp).



All lead activities are logged in Google Sheets, ensuring sales & marketing teams stay aligned.





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Outcome

✓ Instant lead qualification → sales team gets only the most relevant leads.

✓ Faster response times → leads are contacted within minutes and Scalable for businesses with large lead volumes.

✓ Improved conversion rates thanks to personalized nurturing.

✓ Zero lead leakage → every lead is captured, scored, and assigned properly.





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Workflow (Visual)

