

Clicking with the Right Leads

Alan Sharpe helps eCommerce consultancy Fortuitas nurture enterprise leads towards a sales conversation

The Company

Fortuitas is an award-winning digital agency that specializes in designing and building custom eCommerce solutions, mobile applications and digital marketing systems that integrate with a company's technology stack. Their executive team has more than 20 years of experience providing creative technology solutions to enterprise businesses, government agencies and non-profit organizations.

The Challenge

Fortuitas wanted to reach medium-size to enterprise-class online retailers who were considering migrating to Shopify, Big Commerce or Magento (the top-three eCommerce platforms). When retailers of this size switch platforms, they always need help with customization and integration, services that Fortuitas offers. Fortuitas needed a sales enablement copywriter to help them develop a strategy, build out a lead-nurturing sequence and create the assets to move leads down the sales pipeline towards a sales conversation.

The Solution

Fortuitas hired Alan Sharpe, the sales enablement copywriter who helps B2B software sales teams reach quota sooner. Sharpe guided Fortuitas through an exploration process that helped them define their persona, offers, lead-nurture cadence and more.

With Sharpe's help, Fortuitas decided to target technical buyers and business buyers with a job title of VP or director who work at online retailers with gross revenue of \$10 million or more, and who are concerned with business continuity, disjointed systems, losing

money, not being compliant, using legacy systems, or not getting the level of support they need from their current eCommerce implementation partner.

Sharpe wrote the buying guide and landing page that Fortuitas used to generate leads and get them into the lead-nurturing sequence. Sharpe then wrote the email follow-up sequence.

The Results

Each email focused on a different buyer pain point, added value, offered a helpful resource, and invited leads to either request the helpful resource (the soft offer & CTA) or call Fortuitas for a complimentary consultation (the hard offer & CTA).

"We've gotten three leads in one week," says Jack Kurtz, CEO, Fortuitas. "We are just running the ad for one week and then we will review the data, make adjustments and run it again, rinse and repeat."



About Alan Sharpe

Alan Sharpe is a sales enablement copywriter who helps B2B sales teams hit quota sooner by improving their lead-follow-up email campaigns.



To: alan.cartright@temposhoes.com
From: jackkurtz@fortuitas.com
Date: July 26, 2020
Subject: **Quick follow up to my last email, Alan**



FORTUITAS™

Hi Alan,

I have a quick question for you.

You recently downloaded our eGuide, “10 Reasons why you need a new eCommerce platform.”

Just in case you missed the initial email here is the link again. Download your eGuide [here](#).

So, here’s my question.

Are you switching eCommerce platforms partly because you are dissatisfied with your eCommerce partner? A partner who no longer returns your calls? A partner who has left you stranded with a system that goes down, isn’t compliant or puts you at risk?

I know where you are coming from. Leading online retailers come to Fortuitas because they need a partner who believes in quality, integrity and service. At Fortuitas, we design, develop and manage custom mobile apps, web applications and enterprise eCommerce solutions for global brands.

[Learn How We Deliver Client Success.](#)

In the meantime, if you have a challenge sticking with your current system, or if you are migrating to Shopify, BigCommerce or Magento, let’s talk.

Call me at (661) 295-4670 to discuss your eCommerce challenge.

Sincerely,



Jack Kurtz
CEO, Fortuitas

jackkurtz@fortuitas.com
661-295-4670

www.fortuitas.com

[Book some one-on-one time with me.](#)

To: alan.cartright@temposhoes.com
From: jackkurtz@fortuitas.com
Date: July 26, 2020
Subject: **Is your eCommerce platform putting you at risk?**



Hi Alan,

By the time you finished reading our eGuide, you realized that your current eCommerce platform is likely putting your business at risk.

The risk of loss of business continuity, for example. Or the risk of fines or a halt to your operations because of lack of PCI or ADA compliance. Or the risk of losing market share because you can't upgrade your system because it won't integrate with your POS system, or for any number of pressing reasons.

If you need to reduce or eliminate your risks online, let's talk. At Fortuitas, we design, develop and manage custom mobile apps, web applications and enterprise eCommerce solutions for global brands. We have a proven and sophisticated software development process and methodology to minimize, mitigate and manage project risk. Our process ensures the successful delivery of your project on schedule and within budget.

Do you want to see if [Fortuitas](#) is a good fit for Tempo Shoes? Call me at (661) 295-4670 to book a complimentary consultation.

Sincerely,



Jack Kurtz
CEO, Fortuitas

jackkurtz@fortuitas.com
661-295-4670

www.fortuitas.com

[Book some one-on-one time with me.](#)

To: alan.cartright@temposhoes.com
From: jackkurtz@fortuitas.com
Date: July 26, 2020
Subject: **Hey, what's your problem?**



Hi Alan,

Global eCommerce brands don't come to us because we specialize in Shopify, BigCommerce or Magento.

They come to Fortuitas because they have a problem. A theme that doesn't render properly on mobile, for example. Or a widget that doesn't integrate with their POS system. Or issues with localization.

They come to Fortuitas because we design, develop and manage custom mobile apps, web applications and enterprise eCommerce solutions for global brands. And they stay with us because we solve their eCommerce problems. Do you want to discover the ways we help deliver client success? It starts by having a solid foundation.

[Here's an article about why having Headless Commerce solutions just works better.](#)

In the meantime, if you have a pressing problem that can't wait, let's talk. Call me at (661) 295-4670 for a complimentary consultation.

Sincerely,



Jack Kurtz
CEO, Fortuitas

jackkurtz@fortuitas.com
661-295-4670

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[Book some one-on-one time with me.](#)

To: alan.cartright@temposhoes.com
From: jackkurtz@fortuitas.com
Date: July 26, 2020
Subject: **Shopify, BigCommerce or Magento?**



Hi Alan,

What do you suppose is the best fit for Tempo Shoes?

Shopify, BigCommerce or Magento? Not sure?

Find out today by reading our [eCommerce Platform Analysis](#). Learn how the leading eCommerce platforms measure up to each other.

But bear in mind that most eCommerce platforms deliver only 80% of the functionality you need. The remaining 20% comes through customization. Which is where Fortuitas can help you. We design, develop and manage custom mobile apps, web applications and enterprise eCommerce solutions for global brands.

Do you want to see if Fortuitas is a good fit for Tempo Shoes? Call me at (661) 295-4670 to book a complimentary consultation.

Sincerely,



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To: alan.cartright@temposhoes.com
From: jackkurtz@fortuitas.com
Date: July 26, 2020
Subject: **Here is your eGuide**



FORTUITAS™

Hi Alan,

Thanks for requesting our eGuide, the *"10 reasons why you need a new eCommerce platform."* To receive your guide click on the link below.

[Download your eGuide here](#)

By the way, if you're migrating to Shopify, BigCommerce or Magento and you need help with customization or integration, call me today for a complimentary consultation.

At Fortuitas we design, develop and manage custom mobile apps, web applications and enterprise eCommerce solutions for global brands. Brands like Whiskas, Toms and The Tennis Channel.

Call me at (661) 295-4670 to discuss your eCommerce challenge.

Sincerely,



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