



# Turning 800 Dead Leads Into New Customers

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An SMS reactivation system built for a Manchester tree and lawn care business.

SMS AUTOMATION

## CASE STUDY

# Turning 800 Dead Leads Into New Customers for a Manchester Tree Service

How I built a system that reactivated a tree and lawn care business's old contact list by text message, while still letting the owner reply personally, and never breaking a customer's request to be left alone.

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## The situation

Max runs a tree and lawn care business in Manchester, trimming trees and taking care of gardens for homeowners. Over time he had built up a list of around 800 old leads, people who had shown interest before but never became paying customers, all sitting untouched in his WhatsApp. He wanted to win some of them back and turn them into new business, but reaching out to 800 people by hand, one at a time, was not realistic.

## What I built him

A complete system that reactivates his old leads by text message automatically, while still giving him two simple ways to stay personally involved with every customer who responds.

### One reactivation message, the whole list, every morning

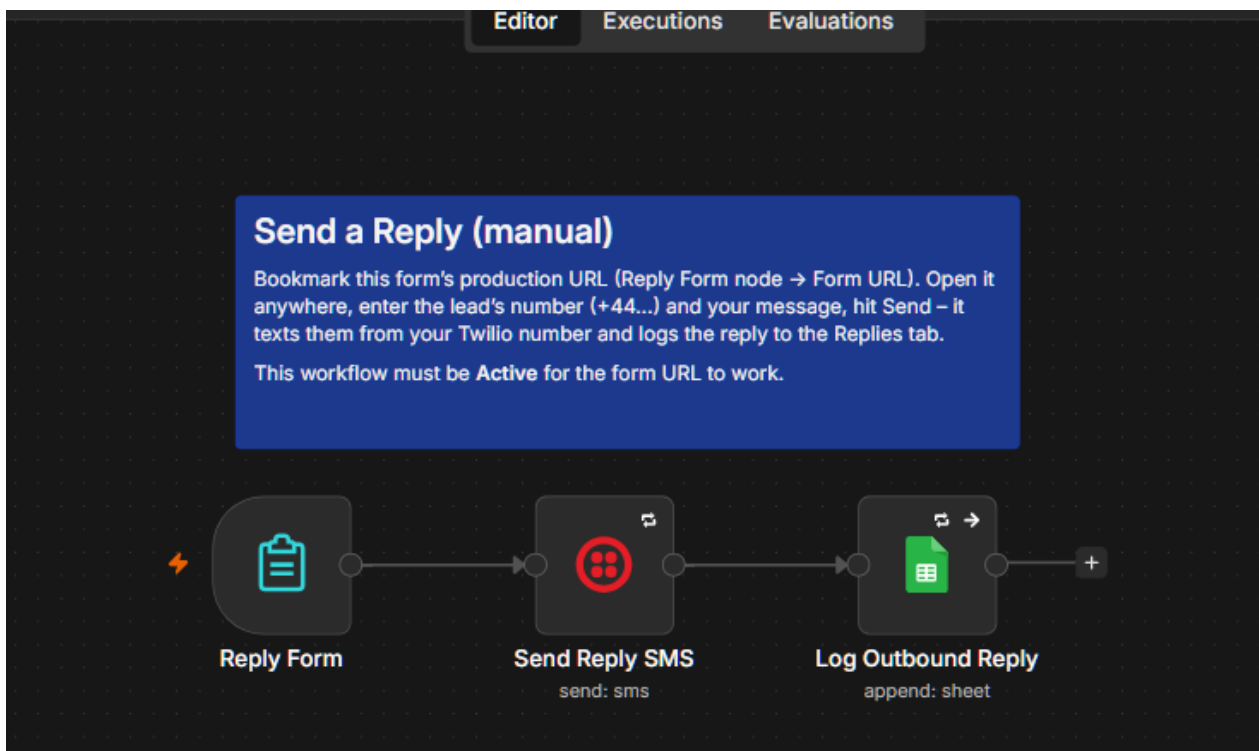
Every morning, the system goes through Max's list of old leads and sends his reactivation message to everyone who has not already been reached. It keeps its own record of who has been messaged and who has not, so nobody is missed and nobody is messaged twice. Once it finishes, Max gets a short summary by email telling him exactly how the send went, without him having to check anything himself.



The daily reactivation system, live and running for Max's business.

## A personal reply, whenever a lead comes back to life

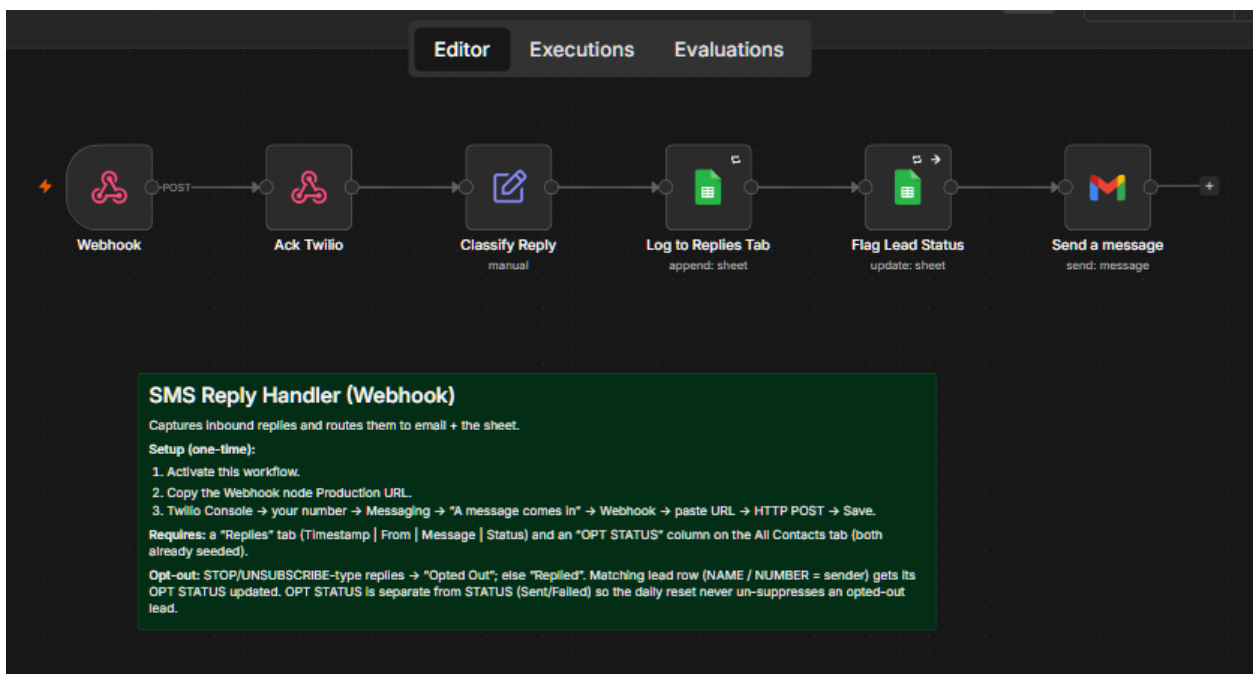
Automation should never replace the personal touch that turns an old lead back into a paying customer. So Max also has a simple form he can open from his phone or laptop. He types in the lead's number and his own reply, hits send, and it goes out instantly from his business number, no automation involved, just him talking to a real person who just showed interest again.



The one screen Max uses to reply to a reactivated lead personally, on his own terms.

## Every reply caught, every request respected

The moment an old lead replies, whether it is genuine interest or a request to stop being contacted, the system catches it straight away and emails Max so he never misses a chance to win the job. Anyone who asks to stop hearing from him is marked permanently. That protection cannot be undone by the next daily send, not next week, not months later.



*The system that catches every reply and permanently protects anyone who opts out.*

## What it actually changed for Max

- 800 dead leads sitting in WhatsApp turned into an active outreach list, without a single hour of manual texting.
- A permanent, searchable record of every message sent and every reply received.
- No risk of ever messaging someone who has already asked to be left alone.
- Every lead who shows interest again gets a real, personal reply from Max, not a bot pretending to be him.
- Full visibility of every send in plain English, delivered straight to his inbox.