




CASE STUDY

Muscular Moving Men & Storage Gets 29 New Moves in Two Months

COMPANY SUMMARY

 **Number of employees:**
51-200

 **Industry focus:**
Moving

 **Founded:**
2008

RESULTS

29

Moves Booked in 2 Months

100+

New Referrals

2 Months

Since Beginning with Snoball

*"Snoball has made my life so much easier. It **took a huge task off of my plate**. I can now feel comfortable knowing that my past relationships are still staying strong."*



Madelyn Kupfer

Business Dev. Manager
Muscular Moving Men & Storage



THE CHALLENGE

Too many relationships to nurture, too little time

Muscular Moving Men & Storage was doing everything right when it came to building relationships, with past clients and referral partners alike. But like many home service businesses, their **team was stretched thin**. Follow-up, one of the most critical yet time-consuming parts of maintaining relationships, was slipping through the cracks.

Their internal team simply **didn't have the bandwidth** to stay top-of-mind with every past client and referral partner. And without consistent follow-up, those warm connections were at risk of going cold.

THE RESULTS

Automated outreach that feels personal, and works

With Snoball, Muscular Moving Men & Storage no longer had to worry about follow-up. The platform automatically reached out to past clients and referral partners every few weeks, keeping relationships warm and top-of-mind.

Leads didn't feel cold. They came from people who already trusted the brand. And when the time was right, Snoball handed those conversations back to the team, perfectly timed and ready to close.

In just two months, they've seen **over 100 referrals** and **29 new moves**, all from nurturing existing relationships.

Real Referrals, Real time Saved, Real Results

Here's what Muscular Moving Men gained by handing off their referral outreach to Snoball:

- **Worry-free follow-up:** Snoball now manages all ongoing conversations with past clients and referral partners.
- **Stronger relationships:** Even with a busy team, existing connections are consistently nurtured and strengthened.
- **Quality over quantity:** Leads aren't cold, they're coming from trusted sources, increasing conversion rates.
- **Seamless handoffs:** Snoball knows when to pass leads to the Muscular Moving Men team, creating a smooth and timely experience.
- **Improved team focus:** With Snoball handling outreach, Madelyn and the team can focus on what makes their business unique.

Get started with Snoball

Snoball is a word-of-mouth marketing platform that leverages the power of your happy customers to get referrals, reviews, video testimonials and more.



**Book a
Demo Now!**

