



**salesmsg**



# StoryAthlete converts cold Facebook Ad traffic using SMS

## Results

Increased engagement  
with leads

Improved efficiency  
for sales & support teams

3-4 hours  
saved a week

Faster response times  
improved customer connection

**The company receives traffic from Facebook ads and needed a means to connect prospects immediately.**

**Text messaging (SMS) became key for personal connections and converting leads into buyers.**

StoryAthlete is a coaching and instructional business led by Ryan Fletcher, focused on helping professionals enhance communication and performance.

## Why Salesmsg

Salesmsg allowed StoryAthlete to:

- 1 Manage inbound SMS through a dedicated number.
- 2 Use pre-written responses for faster replies.
- 3 Track all messages for insights and improvements.
- 4 Improve engagement with cold leads compared to other channels.

***"We wanted real conversations, not automated sequences. Texting gave prospects someone to talk to immediately."***

## Business challenge

Before Salesmsg:

- Personal phones were used, limiting scalability and tracking.
- Replies required repeated manual effort.
- No central view of engagement or messaging trends.

These challenges slowed lead conversion and made it difficult to optimize offers.

## Conclusion

Salesmsg enabled StoryAthlete to convert cold leads into personal, meaningful conversations at scale. Messaging became more efficient, while insights helped refine offers and communication.

SMS became the primary channel for engagement, strengthening prospect relationships and supporting business growth while keeping interactions authentic and human.

***"Pre-written responses saved hours of manual effort each week, letting us focus on coaching and content."***



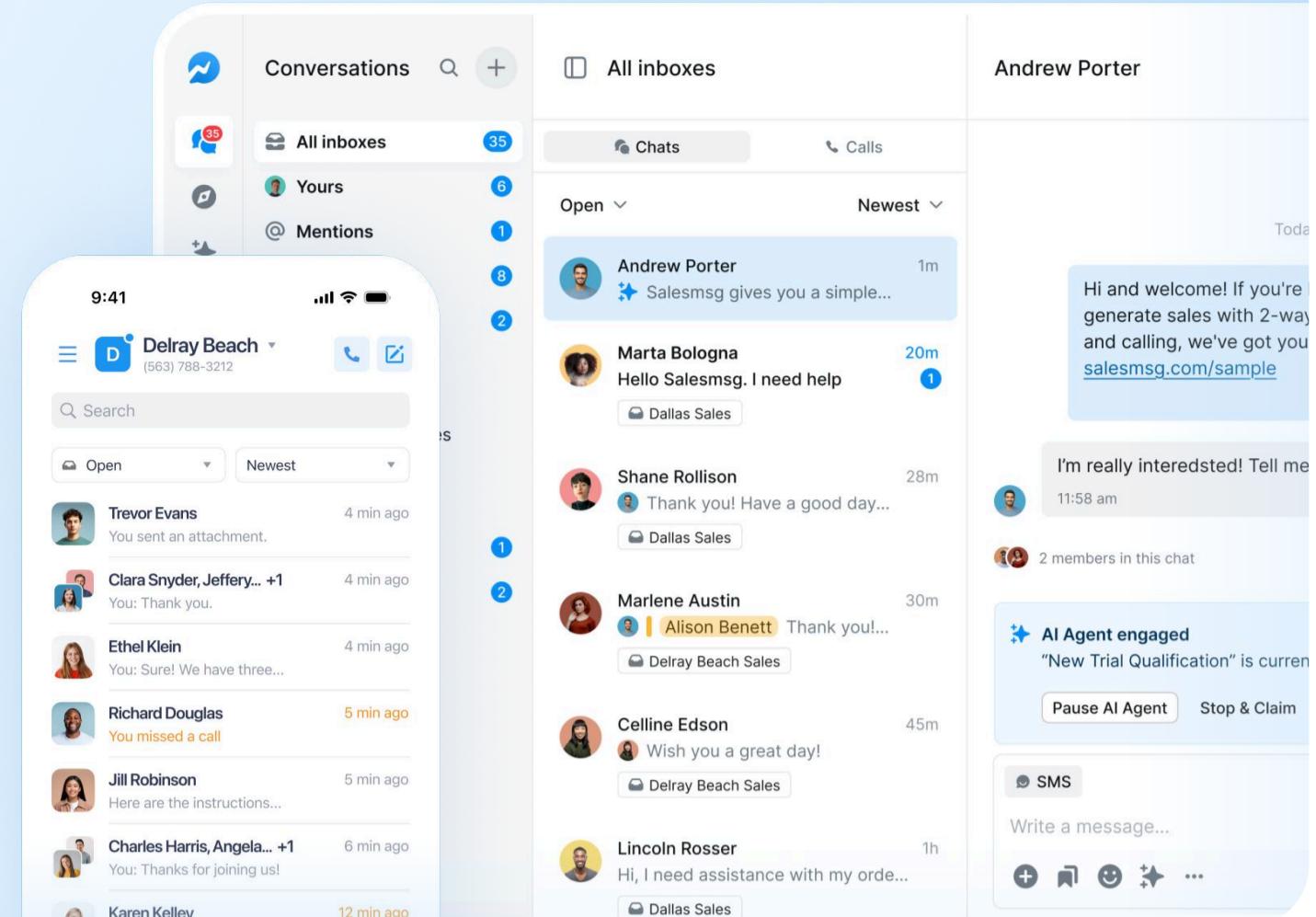
**Ryan Fletcher**  
Founder of StoryAthlete

# One platform for every customer conversation

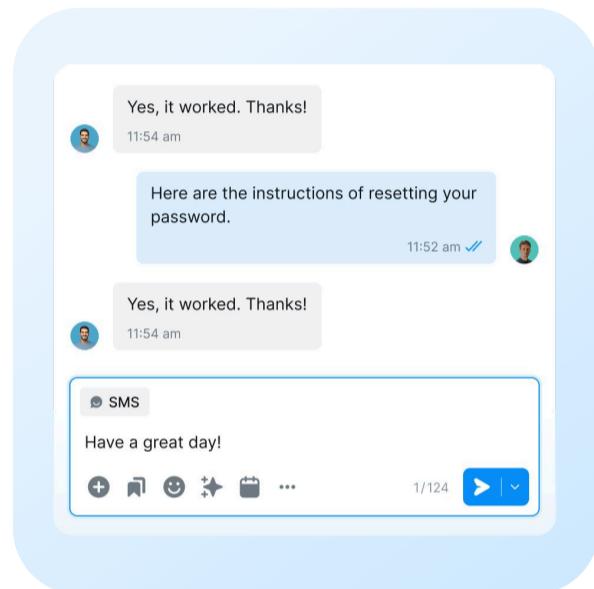
Simple, scalable, secure, AI-powered business texting & calling.



4.7 (349 reviews)

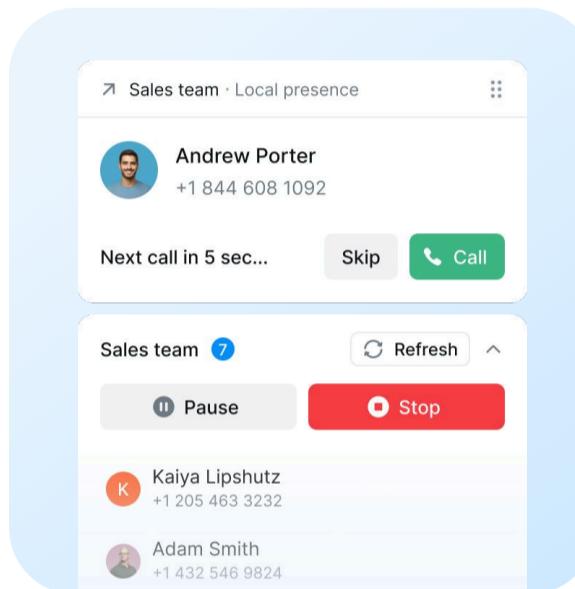


## Complete communication platform



### Advanced messaging hub

Enable two-way SMS/MMS with live typing indicators and landline texting. Collaborate through shared team inboxes and share rich media from GIFs to full documents.



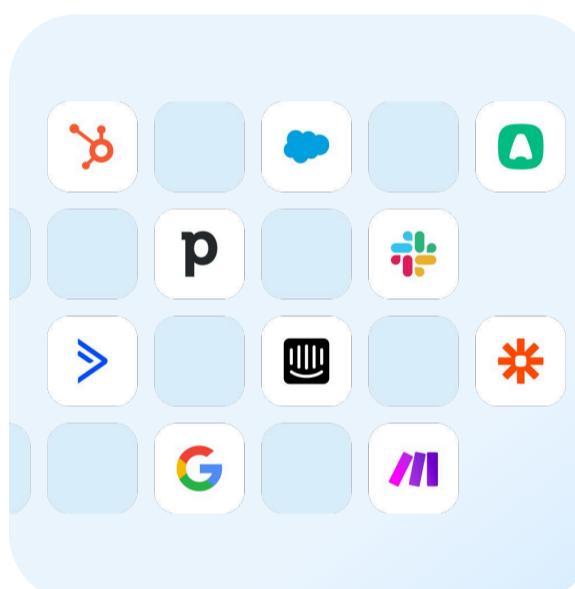
### Intelligent calling system

Call with Power Dialer, autodialing, and intelligent call queuing. Host conferences, record and transcribe, transfer seamlessly, and log everything automatically across all devices.



### Advanced analytics & reporting

Track real-time performance metrics, conversation analytics, credit usage, and broadcast, campaign and workflow statistics – all in one dashboard.



### Integration marketplace

Connect seamlessly with HubSpot, Salesforce, ActiveCampaign, Pipedrive, and 20+ popular tools through Zapier. Build custom workflows using API and webhooks.

## Trusted by thousands

### Great customer service and easy to use!

"I love that it works with our HubSpot CRM system and our existing phone numbers. I can't imagine trying to track individual texts without it."



**Sarah M.**  
Director, Life Is Now

### Best texting service.

"Salesmsg has completely changed the way we connect and engage with our leads. We've been able to close more deals in half the time!"



**Keron H.**  
Partner, Property Nation

### Great, easy to use texting platform.

"Salesmsg is extremely easy to set up and integrate with my CRM. Two-way texting with leads and customers has never been easier!"



**Amanda S.**  
Marketing manager, Acceptu

## Transform your business communications today

[Start a free 14-day trial](#)

Join thousands of growing businesses using AI-powered messaging & calling.