

# How Blackberry Estates booked \$1.5M in weddings before they ever opened

How a 2-person team used automated SMS with Salesmsg to outpace every competitor on speed.

## Results

~\$1.5M

in booked wedding revenue in 9 months

70+

weddings booked through 2026-2027

First event

July 2026 calendar filled before opening

20

virtual tours per week at peak volume

Blackberry Estates, a luxury wedding venue in Asheville, NC, partnered with Johnson Jones Group and Salesmsg to generate ~\$1.5M in booked revenue and 70+ weddings in just 9 months, before hosting a single event. The differentiator was speed. Salesmsg made it possible, consistently, with a team of two.

## Why Salesmsg + Johnson Jones Group

- 1 Automated SMS follow-up triggered within hours of every lead form submission.
- 2 Two-way texting let Nathan and Amanda respond from anywhere, immediately.
- 3 Text-first communication matched how couples actually prefer to be reached.
- 4 Simple, fast lead qualification before committing time to a virtual tour.
- 5 Ongoing conversation management from first contact through booking close.

*"We're consistently hearing from couples that we are the fastest and most responsive venue they've reached out to. That's not an accident. It's our system."*

Nathan Bruce-Black  
Co-Owner, Blackberry Estates

## Business challenge

- Two founders handling all inbound volume, with no room for slow or manual follow-up.
- Wedding leads evaluate multiple venues at once and go with whoever responds first.
- Voicemail and email were too slow to capture intent before it moved on.
- Needed to qualify leads efficiently before committing time to virtual tours.
- Growth was capped by headcount without automation in place.

## Implementation and usage

- 🔗 Leads enter via Google Ads, then submit a form on the Blackberry Estates website.
- 👤 Automated email sends the pricing brochure within about 30 minutes.
- 📅 Salesmsg triggers an automated text follow-up (30 min to 2 hours after the email) asking about pricing and available dates.
- 📞 Interested leads move into a direct two-way conversation and book a virtual tour.
- 🕒 Salesmsg manages all follow-up, scheduling coordination, and ongoing communication through close.

## Conclusion

Two founders. A venue that hadn't opened yet. \$1.5M booked before the first guest arrived. With Johnson Jones Group driving the funnel and Salesmsg powering every conversation, speed became their greatest competitive advantage.

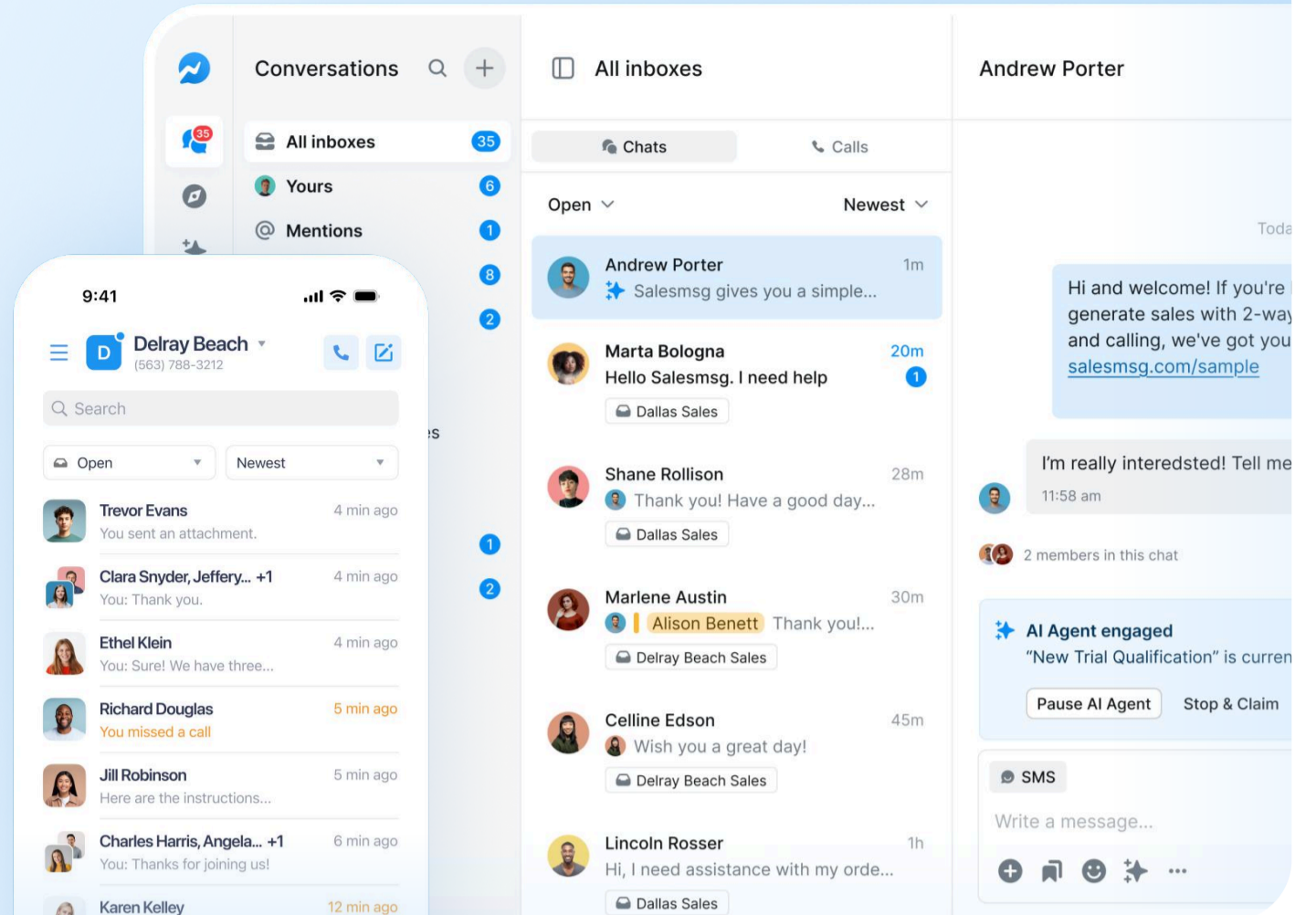


# One platform for every customer conversation

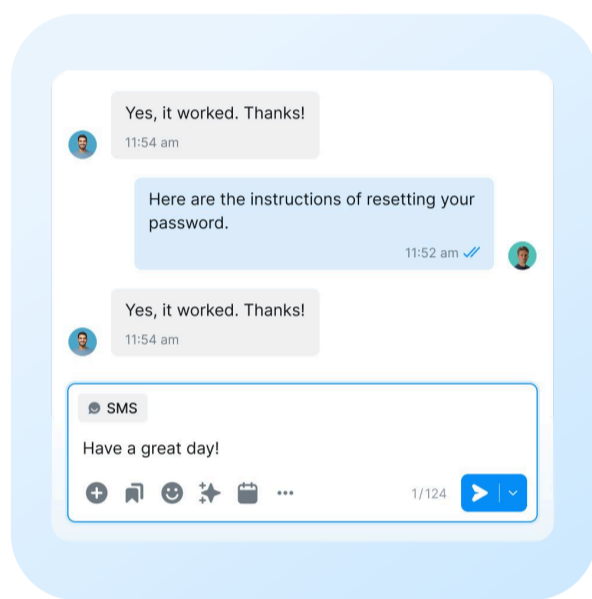
Simple, scalable, secure, AI-powered business texting & calling.



4.7 (349 reviews)

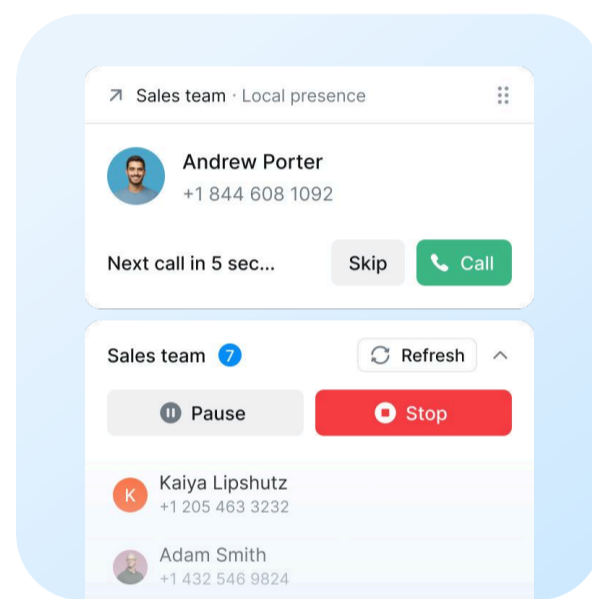


## Complete communication platform



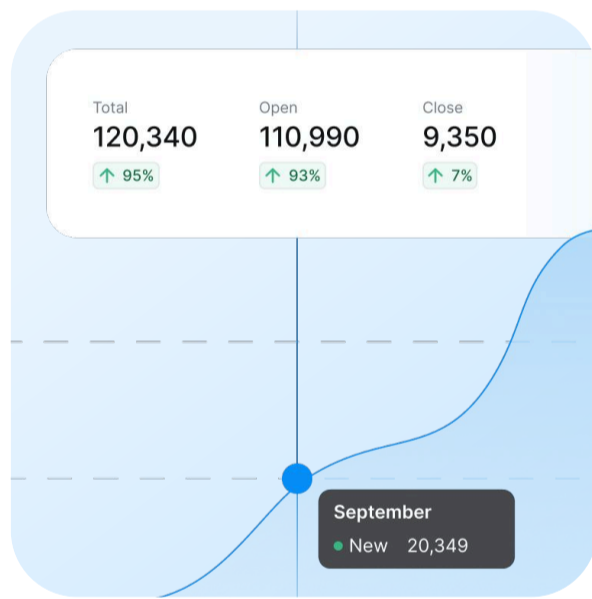
### Advanced messaging hub

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.



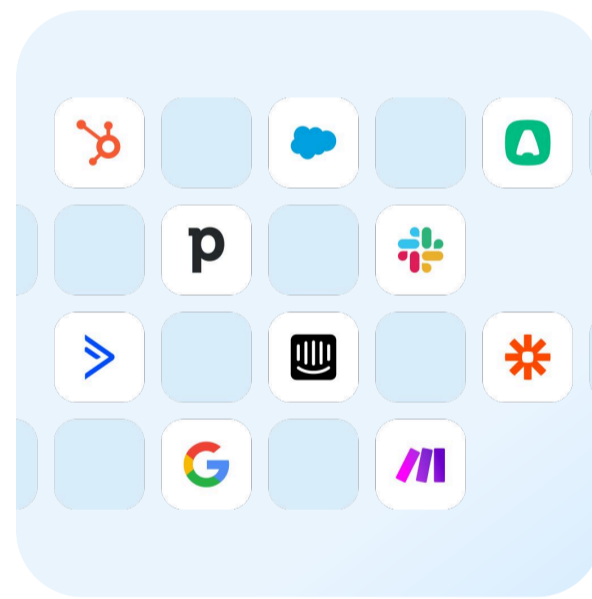
### Intelligent calling system

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

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