

PROOF OF WORK



SELKIRE

REVENUE SYSTEMS • CRM • SEARCH

Three businesses. One operator. Traceable results.

A condensed portfolio of systems built end to end: HubSpot architecture, lifecycle and attribution, local search, and booking automation — with the numbers they produced.

+215%

TOTAL DEAL VOLUME

82%

WIN RATE

164

APPOINTMENTS, YR 1

100%

ORGANIC-SOURCED

[VIEW THE LIVE CASE LIBRARY](#)

selkire.com

ELIZABETH SCHIRK • OWNER & PRINCIPAL CONSULTANT

484-901-9908 • ELIZABETH@SELKIRE.COM • PHOENIXVILLE, PA

Built the CRM from scratch. Scaled deal volume +215%.

A five-seat Salesforce instance rebuilt into a HubSpot pipeline engine that scaled total deal volume +215% across tenure. Organization-wide rollout, revenue traceable to channel source.

TOTAL DEAL VOLUME

+215%

Built from scratch, scaled across tenure

MARKETING DEALS YOY

+115%

More than doubled in a single year

PIPELINE GROWTH YOY

+51%

Marketing-sourced, year over year

EMAIL-SOURCED PIPELINE

24%

Share of total annual pipeline

WHAT WAS BUILT

- Full HubSpot build replacing limited Salesforce
- Owned platform across Marketing, Sales, and Service
- Generated a 115% YoY increase in marketing-sourced deals
- Lifecycle stages, MQL/SQL criteria, channel attribution
- Organization-wide rollout – onboarded and trained
- 600+ campaigns with sourced pipeline from email

[READ THE FULL CASE STUDY ↗](#)



CASE 02 • LOCAL GROWTH SYSTEMS
MOJO PAINTING COMPANY • PHOENIXVILLE, PA

One painter, a founder who out-earned his W-2 in year one.

Zero ad spend. Twelve months. Thirty qualified opportunities tracked end-to-end. Website, search, CRM, and lead routing built by Selkire.

➤ mojopaintingco.com

ORGANIC-SOURCED PIPELINE

100%

No paid acquisition, twelve months

QUALIFIED OPPORTUNITIES

30

Tracked end-to-end in CRM

DEALS WON

23

5 lost • 2 still active

WIN RATE

82%

Closed-won across the year

WHAT WAS BUILT

- Full website build from scratch, mobile-first
- SEO + GEO architecture around local intent
- Page 1 organic search visibility • outranks every local competitor
- CRM the owner opens on his phone
- Lead routing that doesn't drop a call

“

Meetings were getting booked automatically, and the phones were ringing. Everything filled up consistently, the leads were qualified, and eventually I had more work than I could fit into the schedule.

Sam Mayerhoff • Owner, Mojo Painting Company

[READ THE FULL CASE STUDY](#) ➤



CASE 03 • LOCAL GROWTH SYSTEMS
PEEKABOO PIERCING • TAMPA, FL

A piercing studio that books itself.

Engineered an automated booking system that drove 164 paying appointments in year one with zero manual scheduling.

➤ peekaboopiercing.com

PAYING APPOINTMENTS

164

Year one, no ad spend

AVG / MONTH

14

Steady from Q2 forward

SELF-SERVE

100%

Owners out of the calendar

YEAR TWO

2×

Piercers + dedicated studio

TIME SAVED / CLIENT

10 min

Intake to signed, stored, synced

PER 20-CLIENT EVENT

3 hrs

Hours back, every event

MANUAL CONSENT UPLOADS

0

These auto-attach in HubSpot

FORMS TO FILL

1

Replaces a Drive workflow

TRAFFIC GROWTH

+478% / +465%

Direct / search, new sessions

WHAT WAS BUILT

- Website designed and built in HubSpot
- HubSpot as the operating system for the business
- Custom-developed ZIP-routed booking across ~25 ZIPs
- Self-confirming scheduling, off the owners' plates
- Regulated intake automated · signed consents auto-attached to HubSpot

“

The consent portal saves us ten minutes per client, which is huge. It's amazing. Plugs straight into our CRM and the entire consent workflow is automated now.

Kourtney Fallon, MSN, APRN, CPNP • Co-owner, Peekaboo Piercing

[READ THE FULL CASE STUDY](#) ➤



EVERY PAGE, ONE PLACE

The live library.

Each line below is a live link. Tap or click to open.

FULL CASE STUDIES

International Finance Consultancy — CRM from zero

[selkire.com](#)

Mojo Painting Company — local growth system

[selkire.com](#)

Peekaboo Piercing — booking automation

[selkire.com](#)

MORE

Overview — start here

[/ \(home\)](#)

In their words — client testimonials

[selkire.com](#)

About Selkire

[selkire.com](#)

MORE FROM SELKIRE.COM

Custom software & CRM demos

[selkire.com/custom-software-crm-demos](#)

Marketing & revenue ops pricing

[selkire.com/marketing-revenue-operations-pricing](#)

SEO & revenue growth proof

[selkire.com/seo-revenue-growth-proof](#)

BOOK AN INTRO CALL

Elizabeth Schirk — Owner & Principal Consultant

484-901-9908 • ELIZABETH@SELKIRE.COM • PHOENIXVILLE, PA

SELKIRE • REVENUE SYSTEMS, BUILT AND SHIPPED



EVERY PAGE, ONE PLACE

More from Selkire.

Each line below is a live link. Tap or click to open.

RESOURCES

Fresnel

Marketing & operations articles

selkire.com/the-fresnel-marketing-crm-library

Interactive demos

Custom software & CRM demos

selkire.com/custom-software-crm-demos

Groovebeam

Branded interactive marketing modules

selkire.com/groovebeam-branded-interactive-marketing-modules

BOOK AN INTRO CALL

Elizabeth Schirk — Owner & Principal Consultant

484-901-9908 · ELIZABETH@SELKIRE.COM · PHOENIXVILLE, PA

WWW.SELKIRE.COM