



SocialGrinder

Digital Marketing for the B2B Sector

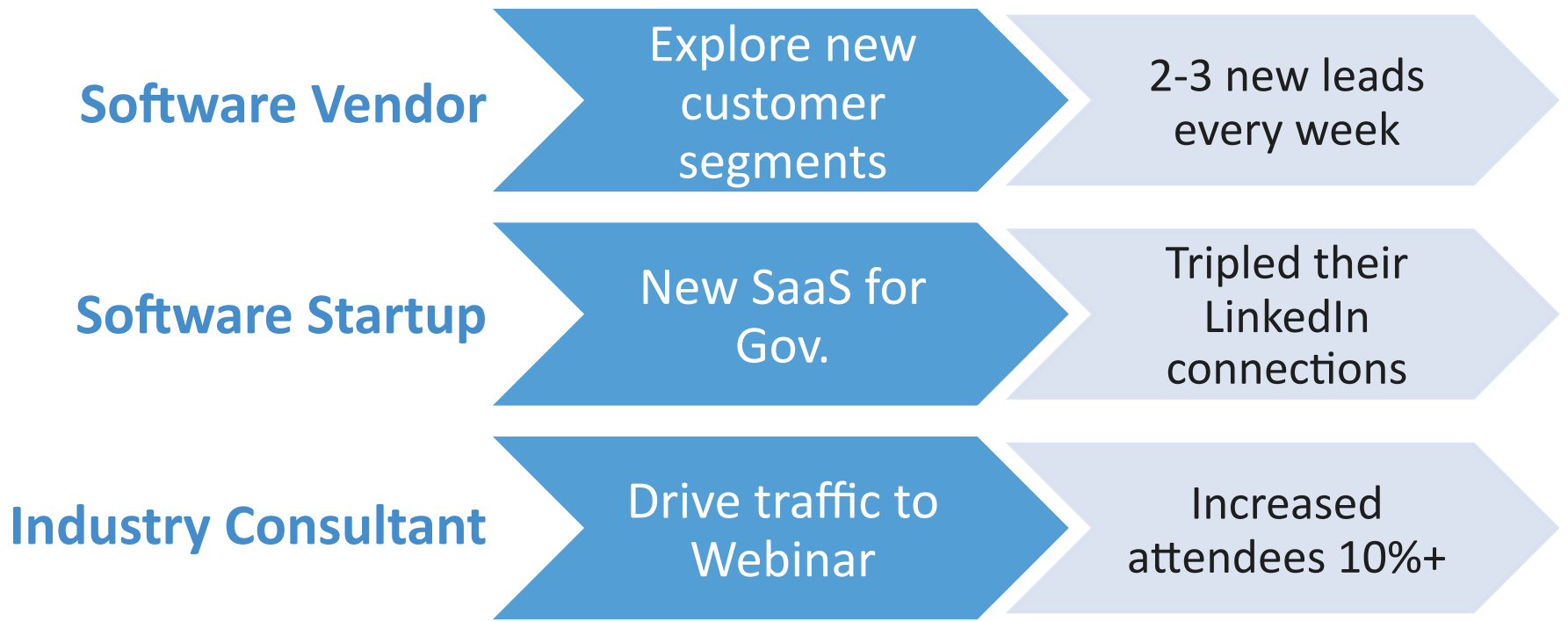
Incubators



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Case Studies



Case Study: Software Vendor

Problem

A software company that built a product for one market was asked by a large company to modify it for their use in channel sales. They were wondering if it would be possible to sell the product to other hardware or software companies involved in the channel.

Solution

Built a list of companies to target and identified relevant individuals within them. The team we use did outreach to those individuals, connected with them on LinkedIn, and are nurturing them through a series of emails. The outreach is also continuing as the team locates new prospects who might be interested.

Results

The company now gets 2-3 leads every week.

Case Study: Software Startup

Problem

A software company with a new SaaS software product wanted to target the federal government but had very few connections in federal agencies.

Solution

Identified people on LinkedIn who were likely to be interested, the team we use sent them information about the software and connected with them. Now the team is nurturing leads.

Results

Their LinkedIn connections have tripled since the project started, and they are doing pilot projects with several agencies.

Case Study: Webinar

Problem

An industry consultant was launching a new package of services for a specific niche using a webinar. They asked us to help drive traffic to the webinar.

Solution

Identified businesses that fit their criteria and the team we use did outreach to the most appropriate managers in those businesses.

Results

More than 250 people registered for the webinar, at least 10% of whom came from one month of outreach.