



B2B Lead Generation

FocusVision

BACKGROUND

FocusVision was in a start up phase. They produced a high-quality live streaming video conferencing service for viewing focus groups worldwide. This service was started way before Go-to-Meeting or Zoom or any of today's streaming services existed.

A business consultant contacted GRI on behalf of the client to help them with marketing and sales.

SOLUTION

GRI created and executed a monthly lead generation direct mail campaign that targeted marketing research executives in the U.S. GRI also trained the inside sales team on cold-calling and provided phone scripts.

RESULTS

The business grew by 60% a year for the next 3 years and the owner sold out and retired.

ABOUT GRI

GRI is a growth agency that helps organizations improve their return on investment in acquiring, retaining, and cross-selling customers. Visit us online or call **203.261.3337 x 111**

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