

Onstream Media builds sales pipeline with content marketing program

BACKGROUND

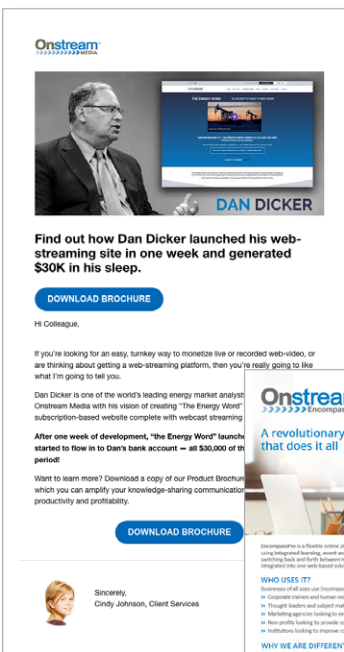
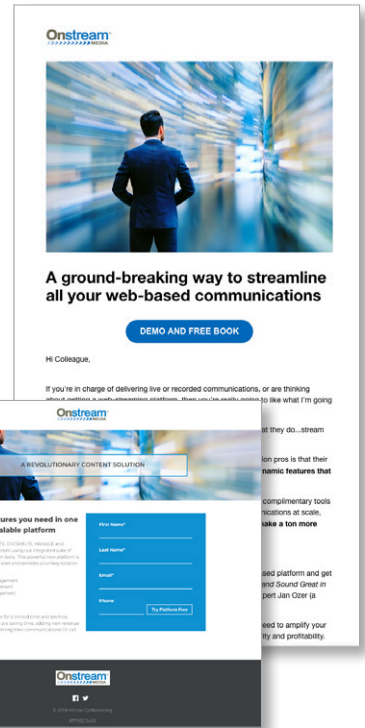
Onstream Media is a leading provider of web conferencing and teleconferencing services and work with mid-sized to Fortune 500 firms as well as the US Government. They were looking for an agency to help them manage and improve their marketing automation platform (Hubspot) and launch their new Encompass Pro service by creating awareness and generating requests for demos.

SOLUTION

GRI developed a content marketing program consisting of product information, applications, and case studies to target various segments of their 60,000 database. Content was distributed across various digital channels (email workflows, social) and collateral materials were created for the inside sales force.

RESULTS

A steady stream of marketing qualified leads (MQL) was generated for the inside sales force.



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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