

Your Intelligent Data Extraction Assistant A Chatbot Tailored to Your Workflow

FOR MORE INFORMATION. CONTACT US



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ABOUT CILENT

Gridlines is a software company that helps financial professionals stay organized and efficient. Gridlines innovative solution enables users to keep track of their sources in Excel, ensuring internal organization matches external presentation. Gridline is the only software that allows direct export of charts and tables to Excel, using computer vision to recreate them - saving users from manual re-typing.

gridlines

Client:

Gridline

Year

2021

Category:

Software Development

Revenue:

\$1M

PROBLEMS

As a small organization, Gridlines was challenged with the feast or famine sales cycle. They needed to drive growth, but the owners were doing all the selling and then doing the implementing of the solutions.

Challenge#1

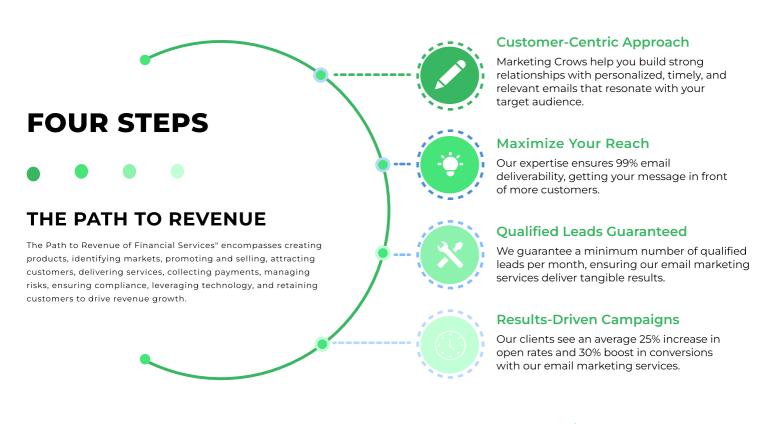
Gridlines had innovative solutions but needed support in selling its value proposition to the right decision-makers.

Challenge#2

The client lacked the capacity to build a complete sales team to take on a full sales cycle position.

Challenge#3

The client required a partner to identify potential leads, build relationships, and drive growth with key organizations.



SOLUTIONS

Marketing Crows build an effective strategy for Gridline positioning a dedicated Sales team to convert interest into sales. By implementing our proven method, we ensured the achievement of desired results.

1- Targeted Sales Outreach

We identify and target relevant personas from consulting market to Investment banking and analysis, customizing our outbound sales efforts to their specific needs.

2- Ran B2B Email Campaign

Marketing Crows cold email campaigns engage with target persons and companies, helping them build connections and drive sales pipeline growth..

3- Establish their Leads

We help them set up qualified leads, meet and close deals with target organizations

BENEFITS

Secure 10+ booked demos in under 3 weeks..

Drive 27 organic sign-ups for the trial version.

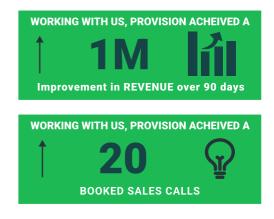
VISITE OUR WEBSITE

https://marketingcrows.com/

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Working with Salman Tahir has been great, he's a pleasure to work with! He's extremely knowledgeable and always comes up with great ideas. I'd recommend Salman to anyone!

SHIRAZ KHAN - MANAGING DIRECTOR



A Partnership between







