

GROW CORPORATION

Full Service B2B Marketing and Consulting

TechSee

Quality content translates into higher user engagement and lead conversion



The Client

TechSee is a Tel-Aviv-based, global hi-tech and technical support company that is based on artificial intelligence, deep machine learning, proprietary algorithms and Big Data. The company's smart visual interactive platform enables its users to interact with their customers through a live virtual channel and guide them using augmented reality and annotations. Considering their cutting-edge industry and wide learning curve about their product, TechSee engaged strategic B2B marketing agency Grow Corp to provide compelling and clearly written content to maximize awareness about the technology and drive leads to its website.



The Challenge

GROW Corp. was tasked with steadily delivering a wide range of high-impact content and text-based resources that would target the right leads, drive the desired traffic to the website's landing pages, and result in real conversions. Operating in a niche market with a number of aggressive competitors, the content pieces had to be well-researched, SEO optimized to reach the decision-makers, and clearly written for maximum impact.



The Solution

In conjunction with TechSee, Grow Corp's experienced team of professional content writers and project managers developed a rich and robust content schedule that ensures a steady flow of original content posted to TechSee's website. The team is engaged in all aspects of the content delivery, including researching, writing, editing, SEO optimizing and designing the final product, where relevant. Aside from a weekly highly-engaging blog highlighting the potential of TechSee's technology from multiple angles, Grow delivered well-researched White Papers, informative articles for third-party publications, punchy web page CTAs, engaging video scripts, attractive infographics, and timely PR pieces. GROW also provided marketing support for TechSee's participation in more than ten events and tradeshows around the world.

5%

month-over-month growth in targeted traffic to company website



5

Number of large deals closed via inbound marketing efforts





The Results

Close collaboration between Grow and TechSee succeeded in ensuring that the client's messaging was crafted to perfection and converted into impressive marketing collateral that supported the client's massive sales efforts (100% growth QoQ). Grow's significant contribution to TechSee's positioning as a market leader earned the client coveted recognition from leading business and industry analysts, including being named as Gartner's Cool Vendor, as well as three prominent industry awards.

Grow Corp's high level and targeted content pieces helped TechSee meet their aggressive marketing goals. After only one year, they saw a 5% month-over-month growth in traffic to their website, which resulted in more than 100 qualified leads and 5 large deals from inbound marketing efforts. In addition, TechSee benefited from significant coverage in the media – without a PR agency – including Tier-1 tech magazines, such as The Verge, CNET and Entrepreneur, thanks to focused pitching and contributed content created by Grow.

100+

Number of qualified leads generated via content marketing



10

Number of tradeshows and events expertly supported



Priceless

Significant media coverage by Tier-1 tech mags



100%

Increase in sales efforts QoQ, supported by effective marketing collateral



Pleased with the outcome of his partnership with Grow Corp, TechSee VP Marketing Liad Churchill commented, *"From our initial project, I've been impressed with Grow's hands-on approach. They were on the ball and fully immersed in our industry buzz from day one. And their responsiveness is second to none: we throw urgent projects at them and they calmly deliver well-written pieces in no time. Their content has clearly proven ROI for our business. Highly recommended!"*

For more information about how GROW Corp. can help your company distinguish itself in your marketplace, contact us today.