



Matrix Marketing Group Customer Solution

Matrix Marketing Group helps Twinstar doubled their sales pipeline.



Matrix Marketing provided Twinstar's executive management team with an outreach strategy and branding program to drive more leads.

Situation

Before hiring Matrix Marketing Group, Twinstar was only generating 2 – 3 appointments every month, because their only sales pipeline came from word of mouth and referrals. The steady stream of new meetings helped Gail, CEO of Twinstar, accelerate their sales growth and get on track to beat her 2016 targets.

Gail felt the pressure from the rest of the team and wanted to make sure she had the right processes in place to succeed. Her initial plan was to hire a team of 2 – 4 outbound SDRs plus a manager, but building a team that large from scratch could take 6 – 12 months before the new team members were providing a return.

Additionally, hiring a large team was a risky play for Twinstar, having raised little outside capital, if outbound didn't become a profitable sales channel the company would have to lay off 5 team members and would have wasted 6 - 12 months of time + salaries. That's when they reached out to Matrix Marketing Group to find out what could be done to help her increase revenue. She evaluated a number of options ranging from direct competitors, list providers, and even doing it themselves with a resource overseas.

Solution

Gail began our working with us and the first thing we did was our positioning workshop to fine-tune her targeting and create a go-to-market strategy for each of her niches. This helped her reduce the sales cycle with a hyper-personalization outreach strategy.

The Final Outcome

At the end of the day, she liked the experience our team brought and the fact that we had already dealt with most of the roadblocks she was facing. As an added bonus, we were able to help Twinstar increase conversations quickly.

Within the first 3 weeks our Marketing Team was generating new meetings for her. By month 3, we were consistently delivering 3 extra meetings a week. Over the first six months, we helped Gail add seven extra 6-figure deals to the pipeline, and the first closed deal, of more to come. Twinstar went from 2 to over 12 meetings a month.

"We were selling, we just needed to sell more, more quickly. With a small team, it was just taking too much time to spend weekends doing tons and tons of individual outreach. I liked that Matrix Marketing Group had already figured out how to overcome most of the roadblocks we were up against."

Gail
Gaumond
CEO
Twinstar Inc.

Founded in 2002, **Matrix Marketing Group** is a performance driven marketing agency that delivers predictable revenue growth using integrated marketing strategies, cross-functional talent, and technology. Main offices are in Burlington, Vermont and Denver, Colorado. For more information about Matrix Marketing Group, go to: www.matrixmarketinggroup.com or call (866) 456-7277