



AMIY - NURTURING TO GROW

CASE STUDY: AMIY'S OUTREACH BOOSTS PROMOREPUBLIC'S SALES

Amiy's targeted outreach efforts helped PromoRepublic, an all-in-one white-label tool and intelligent platform, acquire new clients and increase sales. With Amiy's help, PromoRepublic was able to enhance their brand awareness and expand their customer base.

AT A GLANCE

CHALLENGES

- Outbound sales activities
- Inbound sales activities (Webinars, events, website traffic, promo materials)
- Business development
- New customers

BENEFITS

- 20+ qualified meetings monthly
- Few potential customers in the last stage of sales cycle



PromoRepublic is the local marketing intelligence platform that gives franchises, multi-location business, and marketing agencies the insights and tools to manage social media, brand consistency, local SEO, and reviews - everything you need to win local customers.

CHALLENGES

- Defining the ICP, i.e. identifying and reaching out to the right buyer personas, crafting effective messaging and scripts
- Using a variety of channels to maximize outreach and engagement
- Exploring and growing the USA market
- Targeting the right audience for their all-in-one intelligent platform
- Establishing new business connections
- Building new business relationships
- Spreading brand Awareness

SOLUTIONS

Amiy has provided 3 full-time SDRs for Promo Republic since mid of 2022. They have been working on an Omni-channel approach, combining cold calling, LinkedIn, and email campaigns. With the well-target message and script, we directly hit the right buyer persona in order to schedule qualified meetings for the customer.

THE RESULTS

20+ qualified meetings booked by a team of 3 skilled SDRs monthly.

A successful partnership is ongoing with Amiy SDRs for Promo Republic keeping track of the progress of the prospects and helping sales executives close the deal.