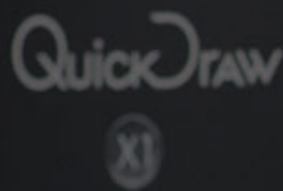


GROWTH STACK CASE STUDY

Global Printing

Solving the needs of commercial product packaging production & logistics for brands globally.



⚡ BUSINESS CHALLENGE

Build a marketing & sales machine, both with technology and tactics, intended to grow the B2B division of the business

WHAT WE DID

Strategized and deployed a marketing & sales plan that included top-of-funnel marketing, mid-funnel nurturing & automation, and bottom-of-funnel sales training to close more deals.

IMPACT

Ability to handle 2.2x net new leads without growing the sales team. Resulted in 800k in new business.



Global Printing and Packaging is a true global printing solution provider, delivering top quality packaging and logistics to businesses of all sizes without the associated high costs. Their innovative approach, coupled with unbeatable resources in-house and overseas, help their clients with all aspects with product packaging – from concept and



design, to engineering and testing, to strategic sourcing and freight forwarding.

Global Printing and Packaging partnered with WEBITMD to construct & execute a marketing plan that would drive traffic, leads and revenue to their bottom line.



Creative Assets & Deliverables



“WEBITMD has helped our company integrate with Hubspot for our sales and marketing initiatives. They worked with us to customize the system to match our lead & deal flow and also helped with setting up various automation. We are very happy with the results thus far”



Jon Feldman

Operations Manager

Global Printing and Packaging



Our Tactics



ORGANIC SEO &
CONTENT MARKETING



EMAIL MARKETING



PAID MEDIA CAMPAIGNS



INBOUND WORKFLOWS
& AUTOMATION



CRM INTEGRATION



SALES COACHING &
TRAINING

2.2x

The results have been profound with 2.2x net new leads vs. previous year. Seeking to expand into new product lines and expand sales team.

Become Our Next Case Study.

First Name	Last Name
Email* (required)	Phone Number
Company Name	Website URL
Tell us more about your needs, challenges, and growth goals...	

GET IN TOUCH!