

KEO Marketing CASE



NANODIMENSION

STUDY



ABM PROGRAM DELIVERED MORE THAN 100 QUALIFIED APPOINTMENT OPPORTUNITIES FOR NEW 3D ELECTRONICS PRINTER IN LESS THAN 2 MONTHS



Insight
Selling

EDUCATION MARKETING



Inbound
Marketing

LEAD GENERATION



Outbound
Marketing

ACCOUNT BASED MARKETING



Content
Marketing

MOBILE • LOCAL • SOCIAL



Marketing
Automation

LEAD NURTURING



Nano Dimension Hired KEO Marketing to Accelerate Sales in North America

About Nano Dimension

Nano Dimension (Nasdaq, TASE: NNDM) is a leading additive electronics provider of precision 3D printed electronics that is disrupting, reshaping, and defining the future of how functional and connected products are made. With its unique additive manufacturing technologies, Nano Dimension targets the growing demand for electronic devices that require sophisticated features. Demand for circuitry, including PCBs, sensors and antennas - which are the heart of electronic devices - cover a diverse range of industries, including consumer electronics, medical devices, defense, aerospace, automotive, IoT and telecom. These sectors benefit greatly from Nano Dimension's products and services for short-run manufacturing and rapid prototyping.



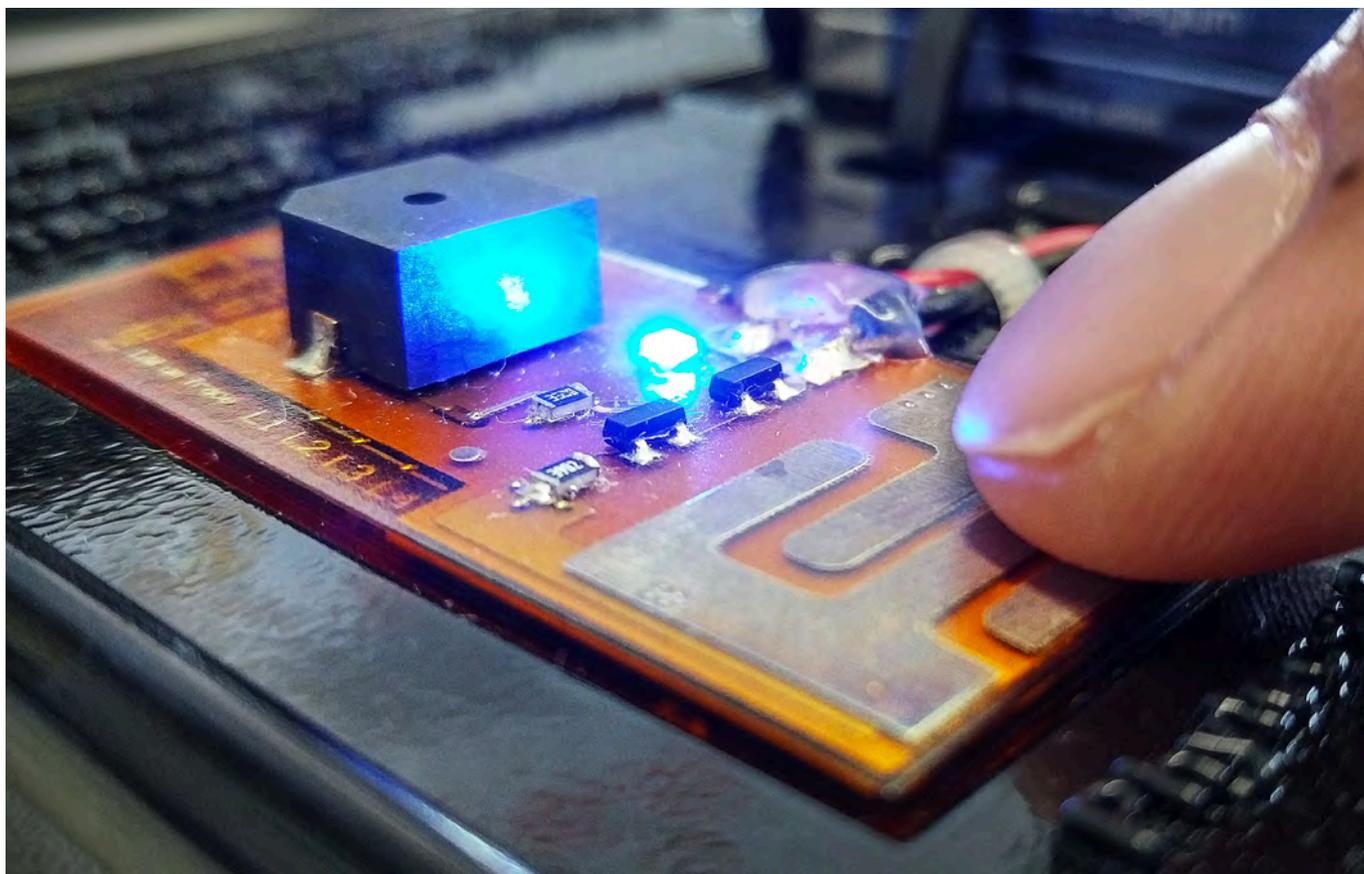


The Challenge

To support the November 2017 launch of their first product, the DragonFly Pro 3D printer, Nano Dimension, based in Israel, set up operations in North America. They needed market penetration to best leverage their sales resources.

The Solution

Nano Dimension hired KEO Marketing to create, pilot and drive a targeted account based outbound marketing program to accelerate sales in North America.





The Results

Leveraging lists of electrical engineering contacts from trade shows and sales reps, provided by Nano-Dimension, KEO Marketing's account-based marketing program, including custom sales emails and LinkedIn outreach, resonated with prospects.

From a list of approximately, 3000 contacts, the ABM program generated more than 100 inquiries for a sales appointment in less than 2 months.

The sales team was delighted with the quality of the leads and the project contributed to two very strong quarters of revenue growth.

~3000
CONTACTS

~100
REQUESTS
FOR APPT

<2
MONTHS

By partnering with KEO Marketing, Nano-Dimension was able to

- From a list of approximately 3000 contacts, connect with more than 100 qualified appointment opportunities in just two months
- Leverage KEO Marketing's proven ABM outreach methodology
- Focus sales team resources on working the most interested sales prospects
- Accelerate the velocity of the sales process
- Deliver more sales opportunities to channel partners
- Increase sales and market share quickly in North America



ABOUT KEO MARKETING

Based in Phoenix, AZ, KEO Marketing is an award winning, full service B2B marketing agency, focused on building B2B brands and delivering marketing and sales results

For more information about how KEO Marketing can help your company achieve similar results, please contact us at 480-413-2090.



KEOMarketing

KEO Marketing, Inc. 1 W Elliot Rd, Suite 108, Tempe, AZ 85281 USA
keomarketing.com | audit@keomarketing.com | 480-413-2090