



**METIS**

COMMUNICATIONS

Agents of Influence™

CASE STUDY

# Generating leads through media, social media and customer PR

## Challenge

Insightly's customers were happy and its CRM solution had top ratings from small businesses, but the company wanted to expand awareness and drive more leads from a general business audience.

Metis tackled the challenge with a mix of media relations, customer advocacy, social media campaigns and thought leadership from Insightly CEO and founder Anthony Smith.

**insightly**

Company: Online CRM and project management software provider

Industry: Marketing technology

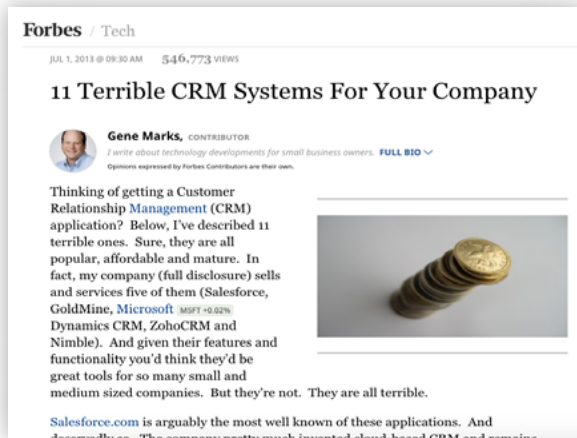
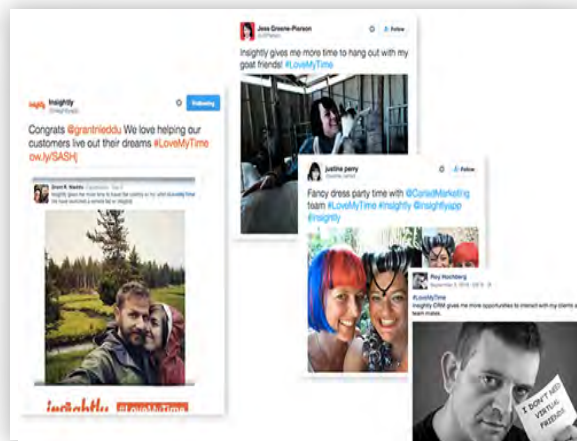
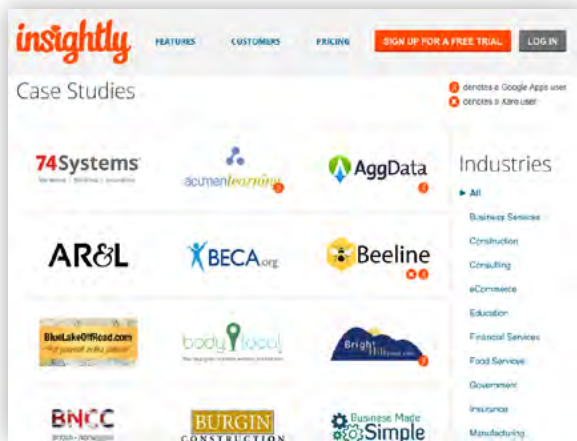
Location: San Francisco, CA

Website: [www.insightly.com](http://www.insightly.com)

***“Metis is an excellent marketing partner. The team understands our business and goals and consistently recommends new strategies to expand awareness and elevate Insightly in a crowded market.”***

– Loretta Jones, vice president of marketing at Insightly

# Highlighted campaign examples



## Results



**100s**  
of new visits to the website and new user sign-ups

Coverage in *ZDNet, Forbes, PC Magazine, Small Business Trends, Realtor Magazine, SmallBizTechnology*



PR and social programs *spurred engagement* among a community of prospects, customers and influencers



*Global client increase* spurred company to develop localized versions of product, beginning with Spanish and Portuguese adaptations