

Tritech Media launches FetchThem, a lead generation solution

Tritech Media has announced the launch of FetchThem, a lead generation solution to help clients attract, retain and grow their customer base through its sales-prospecting technology and neuro-marketing methodology.



Lead-generation refers to the use of technology to identify consumer or business prospects in any industry that match the client's ideal customers and then delivers a concise value proposition to that audience which initiates interest in the client's product or service.

The FetchThem technology delivers context by providing sales teams with a relevant talking point or ice-breaker, prior to making contact that initiates further conversation and builds rapport. The technology enriches prospecting data and generates a strong degree of insight by simultaneously extracting email and social media account information of the targeted decision makers from over 50 digital networks.

This ability to target the right customers at the right time and in the right environment increases the potential to convert potential customers or businesses and close sales. The technology is suited to both businesses wanting to secure new clients (B2B) and businesses wanting to secure new consumers (B2C).

It offers a greater degree of engagement, where a dedicated team assists in defining the client's ideal customer profile. This profile is then used to identify other prospective B2B or B2C customers that match the top performing customers to sharply focus the client's sales effort. Then an 'immersion' campaign is executed across multiple social media and digital marketing platforms. This immersion or neuro-marketing campaign creates positive emotional or somatic markers for the FetchThem client in the mind of the prospects, which ultimately drive sales conversions to the client through every stage of the buying cycle.

The digital marketing environment has become the preferred medium to drive organic customer growth and new business

acquisition. A Google-sponsored study found that advanced behavioural targeting made possible by immersion or neuro-marketing methodology increased the return on investment by 30 to 50%.

The system was initially developed to cost-effectively improve the sales and conversion ratios at Tritech Media's The Loyalty Box, which success precipitated the further support of the technology by the company.

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