



LOCAL TECH COMPANY GTRIIP EXPANDS INTO NEW MARKETS WITH ENHANCED VALUE PROPOSITION

Introduction

Founded in 2014, GTRIIP is an AI-powered technology company that allows seamless, paperless guest check-ins using biometrics data. Their facial recognition technology helps guests to check-in securely with just a selfie, avoiding the usual long administrative processes. This technology has endless applications in other sectors that require verified check-ins, such as banking and government offices.

Challenge

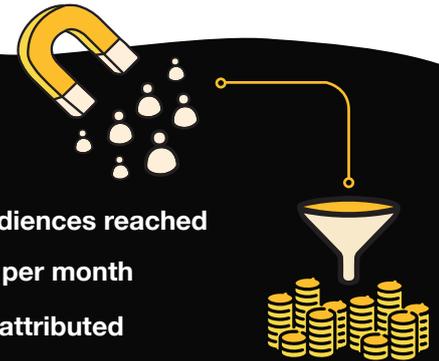
Having had a successful entry in the Singapore hoteliers market, GTRIIP was hungry for international expansion in Hong Kong and Macau. It also wanted to be known as a scalable technology that could help SMEs and offices simplify and secure their check-in processes, while doing away with key cards or access codes. To do this, they needed an enhanced value proposition and a sound go-to-market strategy.

Solution

To make a strong entry in a new market, GTRIIP had to make a memorable first impression with its branding. AKIN created an exciting new brand identity that was reflected on all company assets. We then designed a B2B lead generation campaign based on detailed audience profiling and ad targeting. Targeting was optimised at each stage of the process to ensure that we were nurturing key decision-makers.

RESULTS

- 16,000 niche B2B audiences reached
- 180 leads generated per month
- \$1.2 million revenue attributed



In the face of COVID-19, undertaking an extensive B2B campaign to enter a new market can be financially daunting. However, tapping on government grants like the Enterprise Development Grant allows businesses to defray up to 90% of the project costs. Businesses will also be guided by experienced accredited agencies like AKIN throughout the process.

“ Experienced, creative and passionate. AKIN is a team that displays high expertise in marketing, technology and digital transformation. They are always willing to take the initiative and think critically from the client’s point of view. ”
- Vetri M., SVP GTRIIP Global Inc

1 BRAND IDENTITY

GTRIIP wanted to highlight its value in the niche space of contactless identification verification as an industry leader. AKIN created a strong and recognisable brand identity that reflected the company’s innovative energy and future-ready technology. A website, mobile app and brand guide was produced in line with this new branding, ensuring visual consistency across all platforms.

3 CONTENT AND INBOUND STRATEGY

To better serve GTRIIP’s customers, AKIN worked on creating persuasive and engaging content, through long-form pieces, EDMs and social media ads. By assessing our target audience’s intrinsic and extrinsic responses to the ads, we were able to profile them and increase the number of MQLs. This reduced GTRIIP’s sales team’s effort by close to 30%, allowing them to focus on their core corporate business.

2 TARGET AUDIENCE IDENTIFICATION

For the lead generation campaign to be successful, GTRIIP had to identify the right target audience. AKIN did extensive research into the Hong Kong and Macau hotel industry and co-working spaces. We identified key stakeholders and decision-makers based on their job roles and company size. This narrowed our audience down for higher-quality Marketing Qualified Leads (MQLs).

4 PR AND EVENTS

Establishing GTRIIP as a thought leader internationally was important. AKIN assisted with generating positive online media coverage of the company and planned a series of offline corporate events and launches to generate greater positive publicity.

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